

Dear Journalist,

This year's [Web Summit](#), taking place on 6-9 November in Lisbon, will bring together attendees from over 160 countries for what has become the world's largest tech conference.

European entrepreneurship will be on display, including innovative small and medium-sized enterprises (SMEs) that have benefited from the [Enterprise Europe Network](#) to make the most of business opportunities in the EU and beyond.

The Network will be exhibiting at the Summit alongside some of these innovative SMEs. One of the selected SMEs will be the Italy-based Mosaicoon, which will be showcasing its cutting-edge video content marketing.

Mosaicoon's success story, featured below, can be used for your coverage free of charge and copyright (in its entirety or its parts). Interviews with representatives of Mosaicoon can also be arranged upon your request (please contact: Francisco.Milan@icf.com).

Mosaicoon at the Web Summit: Reinventing video marketing

Italy-based Mosaicoon is connecting companies and video creators around the world, allowing them to significantly cut production time and develop effective online video campaigns. Thanks in part to the Enterprise Europe Network, Mosaicoon has expanded its business and garnered major clients worldwide.

Founded seven years ago in Palermo, Italy, Mosaicoon aims to change the way companies make and distribute video content on the web.

The company relies on an extensive network of creators, who upload their video contents – either as ready-made videos or in a format to be developed. Mosaicoon's platform allows brands to search its video database by category, object, genre and even soundtrack and mood. Clients are then a few clicks away from branding and customising the video content according to their needs.

"It takes a brand up to two weeks to launch an online video campaign using our services," said Delia Di Bona, the company's Chief Analytics Officer.

Marco Imperato, Mosaicoon's Chief Product Officer added: "online video is king but the traditional model of producing video content doesn't work anymore." That is why they thought of launching a platform that could production easier.

Mosaicoon now works with more than 160 companies, including global brands like Microsoft, Toyota, and McDonalds. Earlier this year the company was also selected as one of Facebook's marketing partners.

In addition to producing marketing videos faster, Mosaicoon tracks the performance of the videos online, allowing its clients to see which digital marketing strategies work best.

The Enterprise Europe Network has been instrumental in helping Mosaicoon secure funding from the SME Instrument, a programme designed to help innovative small firms with high growth potential. The Network also put Mosaicoon in contact with a business coach and is providing tailored-advice on Intellectual Property Rights.