



When video
outgrows your DAM,
we'll help you take flight.

BLUE
LUCY



Video moves fast

Can your DAM keep up?

Your marketing team is already juggling tight deadlines, multi-platform campaigns, and high expectations for performance and brand consistency.

Video is now an essential part of that mix - high impact, high engagement, but high volume.

Most DAM systems weren't built for video.

They can store your content, but they can't manage the complexity of formats, the time time-based nature of the material, or the distribution needs that come with serious video production.

You need more than storage.

It's time for a platform built for this new media landscape.

"Blue Lucy absorbed a lot of complexity on our behalf and created simplicity for us."

Hearst

Why Blue Lucy?

Our MAM is built for video from the outset. It is designed to support teams across your business to discover, manage and publish video material – straightforward, accessible, and ready to go.

No more failed uploads, format conversion errors, or chaotic reviews.

With Blue Lucy, your team can:

- Upload, preview and annotate video directly in a browser
- Automatically format and deliver content to online and social platforms
- Securely share content with agencies and partners

Our tools fit into your operation and workflows:

- Frame-accurate feedback and approvals
- Automated versioning and publishing
- Integration with creative and project management tools



	DAM	Blue Lucy
Asset management	✓	✓
Asset metadata	✓	✓
Time based video metadata & tagging	✗	✓
Automated video format conversion & publishing	✗	✓
Video review and approval portals	✗	✓
Integration across creative and marketing tools	✗	✓

Blue Lucy is built to remove operational friction by integrating with your existing systems - whether that's a PIM, a CMS, or the creative tools your team lives in every day. Blue Lucy extends and enhances your technology ecosystem, turning siloed systems into a joined-up operation where assets, metadata, and copy all flow seamlessly.

We deploy quickly so you're not stuck in a never-ending rollout. You'll see operational and business benefits almost immediately, with workflows that free up your creatives to focus on content, not file-wrangling.

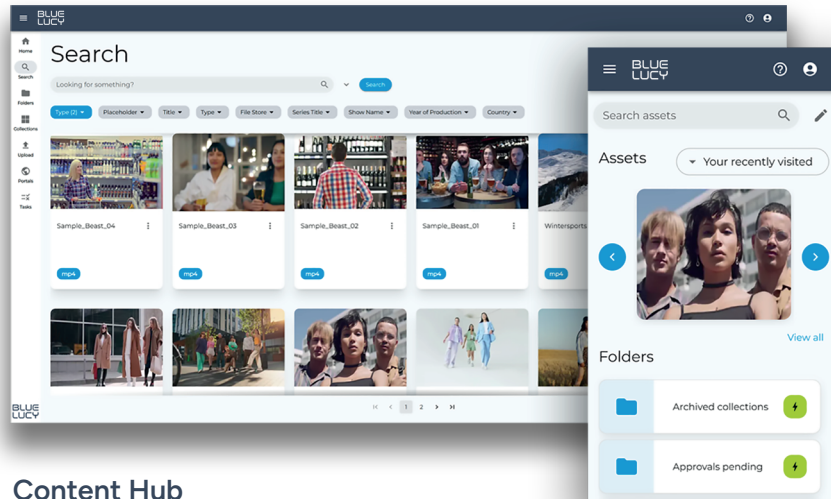
Blue Lucy is trusted by major studios and rights holders. Our platforms hold millions of hours of video content with the precision and reliability that today's fast-moving marketing teams demand.

Some of our clients



Let's make video work for you

Blue Lucy gives marketing teams the power, clarity, and tools they need to deliver world-class video campaigns - without friction. And because we integrate with your existing stack, we add value fast without disruption.



Content Hub

If you're ready to move faster, reduce content bottlenecks, and take full control of your video, we're here to help.

Let's talk.
hello@bluelucy.com

"An incredibly sophisticated product that, we believe, represents the future of MAM software."

Blue Ant Media

bluelucy.com

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