



Miles ahead

PointRoll stays ahead of the competition with Adobe® technologies for creation and delivery of rich-media ads

Viewing ads on the Internet has traditionally been a feat of endurance involving an often unwelcome barrage of pop-ups and interstitials. But now, many companies have discovered a more effective way to engage consumers: rich media advertising. Rich-media ads can entertain and inform consumers, while sparking branding magic for advertisers. More often than not, creating and delivering these successful rich-media campaigns involves a full complement of Adobe software, including Adobe Creative Suite® 3 Production Premium, Adobe Flash® Media Server, and Adobe Media Player.

Few companies understand the power of rich-media as part of overall marketing campaigns better than PointRoll, which served up more than 70% of all rich-media ads in 2006. Over 1,100 advertising agencies, 800 advertisers, and 3,000 web publishers rely on PointRoll for their rich-media advertising needs.



PointRoll used Adobe Flash Media Server for streaming this live campaign to ensure that viewers would get instant playback and reliable access.

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Christian Spinillo,
product development strategist,
PointRoll, Inc.

“Of the 60 billion-plus ad impressions PointRoll generates every year, 40% contain streaming video,” says PointRoll Product Development Strategist Christian Spinillo. “We create 99% of our ads using Adobe Flash CS3 Professional, and because nearly half of them contain streaming video, we make heavy use of Adobe Flash Media Server. We see Adobe Flash Media Server as the de facto standard for streaming video in online advertising due to its instant playback, scalability, creative options, and reach across all platforms.”

A runaway success

Streaming media ad campaigns involving Flash technologies have become a mainstay marketing tool for PointRoll client Cadbury Schweppes

Americas Beverages (CSAB). In September 2007, CSAB commenced a rich-media advertising campaign for the national launch of the company’s new sports drink, Accelerade. The innovative campaign involved a world-class athlete and an extreme endurance event. Dean Karnazes, hailed as one of America’s best runners, completed a 24-hour endurance run on a treadmill on the Reuters Building in Times Square. Athletes and consumers watched live feeds of Karnazes’ 24-Hour Endurance Run on the Accelerade website, via ad units on Yahoo! Properties, and on giant video screens in Times Square. The campaign yielded noteworthy total impressions, clicks and click-through rates, with rich-media ads driving 60% of all page views and

consumers spending an average of 85 seconds on a page. VML, Inc. and MEC Interactive (MECi), together with PointRoll, executed the full-day live event and Internet broadcast.

The primary goals of the rich-media campaign were to generate mass awareness of the Accelerade brand, create a splash within the endurance athlete community, educate consumers on the benefits of Accelerade, and reinforce the endurance message. CSAB also sought to raise awareness for an organization dedicated to finding a cure for prostate cancer. “The 24-Hour Endurance Run effort was the initial brand launch for both awareness and consumption as well as the catalyst for digital brand interaction,” says VML Account Director Chuck Searle. “In the end, we were impressed with the level of interaction for the PR effort, as well as the tactical approach taken on both a site and banner level. It was a great use of rich-media, especially considering the premise of the event.”

No reason to say “no”

To create the CSAB Internet broadcast, the PointRoll team developed a visually rich graphical shell within which live video of the event would run. The team received initial graphics files and design concepts from VML and MECi, and brought them into Adobe Photoshop® CS3 Extended software to execute the designs and prepare the files for online delivery. For most projects, the team edits video



In addition to delivering rich-media ads, PointRoll can devise and deliver innovative live campaigns using Adobe Flash technologies.

and added visual effects using Adobe Premiere® Pro and Adobe After Effects® CS3 software.

Once prepared, the files were brought into Adobe Flash CS3 Professional interactive content creation software to composite all of the campaign's elements together and animate them. "Because Adobe Photoshop CS3 Extended is so well integrated with Adobe Flash CS3 Professional, our designers can quickly insert graphics into Flash CS3 without the painstaking process of exporting separate elements," says Spinillo. "It's a more predictable workflow that saves us hours on every project. The entire Accelerade campaign went from idea to execution in about eight working days, a Herculean effort on a number of peoples' parts and a testament to our efficient Adobe workflow."

According to Spinillo, creative execution of rich-media ad campaigns is not always simple. PointRoll's sizeable and disparate customer base, not to mention a lack of set specifications or requirements for creative agencies that want to deliver rich-media advertising, means that the company often has to innovate to generate campaigns that work both creatively and technically. "No' is not a word that exists in the PointRoll vocabulary," Spinillo says. "Regardless

of what our clients want to achieve, we find a way to realize their creative concepts using Adobe Creative Suite 3 Production Premium software. We pride ourselves on providing maximum creative flexibility to clients while at the same time delivering intuitive ads to consumers."

Fast, flawless delivery

Once CASB's rich-media ads were complete, PointRoll partner Akamai deployed them via the Adobe Flash Video Streaming Service, which leverages Adobe Flash Media Server. Spinillo says Flash Media Server offers several advantages that contribute to the success of streaming media campaigns, including higher performance when compared with other alternatives and greater creative flexibility and control because of the ability to create experiences that combine animation, dynamic content, and video.

"While there are many options out there to accomplish animation, dynamic content, and video delivery, there are very few, other than Flash, that allow for the ability to do all three within the same experience and then some," Spinillo says. "The ability in Flash to create a cohesive and immersive experience that provides the user with tailored content, immersive animation, and high-quality video is

Company

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Challenge

- Generate mass awareness of the Accelerade brand
- Increase page views and time spent on each page
- Go from concept to execution of entire rich-media campaign in eight days
- Realize clients' creative concepts
- Make ads intuitive for consumers
- Ensure that audiences can view rich-media ads
- Deliver rich-media ads with consistency and reliability

Solution

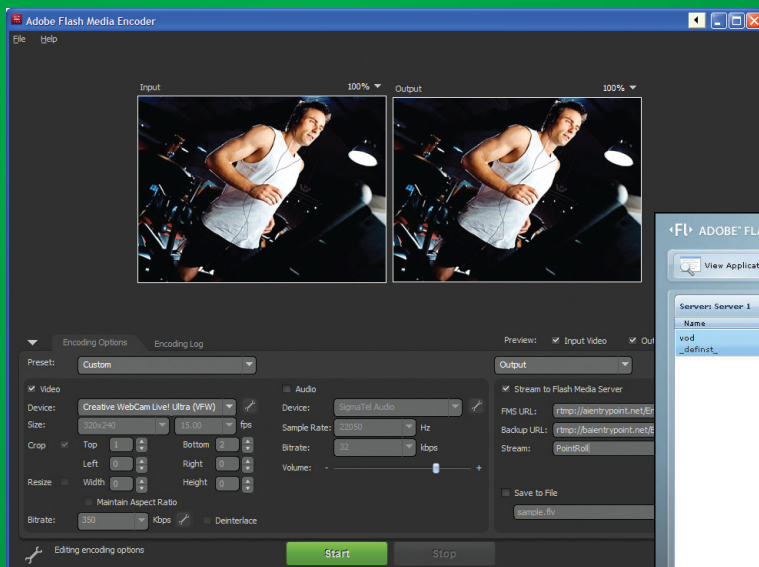
- Use Adobe Creative Suite 3 Production Premium to create eye-catching video and graphics and the Flash authoring tool for compositing and animation
- Deliver ads via the Akamai network and Flash Media Server
- Pilot advanced tools such as Adobe Flex and Adobe Media Player to advance rich-media advertising capabilities

Benefits

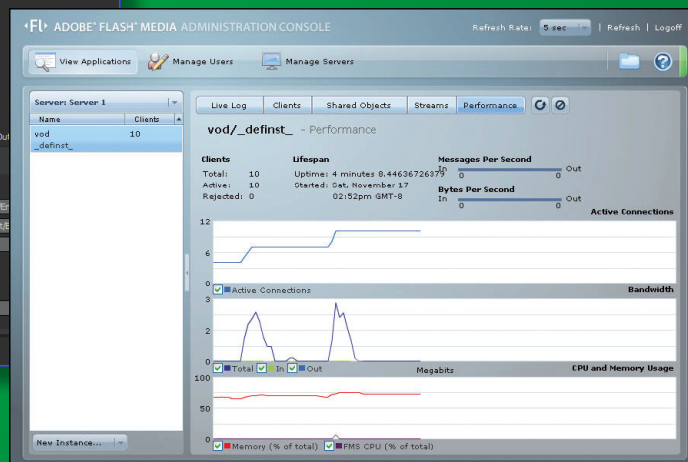
- Increased brand awareness for Accelerade
- Drove 60% of all page views with rich media
- Consumers spent an average of 85 seconds on a page
- Created Accelerade campaign in eight working days
- Leveraged efficient Adobe workflow
- Provided PointRoll and clients with competitive advantage
- Reached audiences regardless of platform or device
- Reliably delivered streaming media content

Toolkit

- Adobe Flex
- Adobe Flash Media Server
- Adobe Media Player
- Adobe Creative Suite 3 Production Premium. Components used include:
 - After Effects CS3
 - Adobe Photoshop CS3 Extended
 - Adobe Premiere Pro CS3
 - Adobe Flash CS3 Professional
- Apple Mac Pro and MacBook Pro computers running Mac OS X
- Various PCs running Microsoft® Windows® XP



Flash technologies, including Flash Media Server, provide PointRoll with innovative ways to deliver engaging, rich-media experiences to audiences.



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second to none. Without Flash, the media experiences we’ve come to expect on the Internet and other mediums would be nonexistent.”

The ubiquity of the Adobe Flash Player—installed on more than 450 million Flash enabled mobile devices and 98% of Internet-connected PCs—helps ensure that rich-media ads can be viewed by virtually anyone on any platform. “Even before the close of 2007, we delivered 25 billion impressions running through Adobe Flash Media Server on the Akamai network,” says Spinillo. “With Adobe Flash Media Server, we can rest assured that we are successfully reaching our clients’ audiences.”

The future is now

For every campaign PointRoll handles, the company strives to stay on the leading edge of technology for rich-media online advertising. This includes extensive piloting of Adobe Flex™ to build tools for deploying interactive promotions and analyzing the results of campaigns. PointRoll is also planning to leverage the capabilities of Adobe Media Player. “With Adobe Media Player, we will be able to deliver content easily to various publishers and platforms with different ad formats and technology requirements—that’s a huge advantage, given the number of publishers we work with,” says Spinillo.

Regardless of the campaign or client, Adobe technologies help PointRoll stay ahead of the competition, serve clients in new and innovative ways, and create rich, interactive experiences for consumers. “Adobe technologies are a natural fit for PointRoll,” Spinillo concludes. “With its commitment to creativity and tools for rich-media delivery, Adobe provides powerful solutions to the challenges we face as the rich-media advertising leader.”



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