

Adobe Success Story (http://www.adobe.com/cfusion/showcase/index.cfm?event=casestudyprint&casestudyid=1135937&loc=en_us)

Odopod: DonQ website (<http://odopod.com>)

DEVELOPED BY

[Odopod](#) (Adobe Alliance Partner)

odopod®

PRODUCTS USED

[Creative Suite](http://www.macromedia.com/products/creativesuite/) (<http://www.macromedia.com/products/creativesuite/>) , [Flash Player](#) (<http://www.macromedia.com/products/flashplayer/>) , [Flash Professional](#) (<http://www.macromedia.com/products/flash/>) , [Illustrator](#) (<http://www.macromedia.com/products/illustrator/>) , [Photoshop](#) (<http://www.macromedia.com/products/photoshop/photoshopextended/>)

Odopod combines rich-media experiences created in Adobe Flash Professional with an HTML5 website designed using Adobe Illustrator and Photoshop to reach and engage customers

DonQ had a simple goal: Become the number one brand of Rum in America. To help them reach this goal, Odopod worked with Undercurrent to develop LadyData, a utility that gathers unfiltered opinions from a massive team of lady insiders and makes it available to guys online. LadyData, created using Adobe Flash Professional, pulls in information dynamically and displays it in the Flash Player, with smooth transitions and rollovers that enhance the experience.

Next, Odopod took on the task of redesigning the main DonQ website, which shares knowledge about DonQ and the rich history of rum making using unique, interactive formats. Design for the site was completed using Adobe Illustrator and Photoshop, followed by development using HTML5. The site features custom fonts in an HTML setting and scaling vector graphics in HTML and Java Script. The site shares information on events and cocktail recipes, helps visitors identify where they can purchase product, and integrates with Facebook for content sharing.

Finally the agency launched Master of All Skills, a series of quizzes and challenges designed to test visitor's knowledge of all things culture, food, drink and life using questions supplied by some of the most visited sites on the Internet. Found on the DonQ site, the Master of All Skills uses the same HTML5 technologies and was designed using Adobe Illustrator and Photoshop.

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