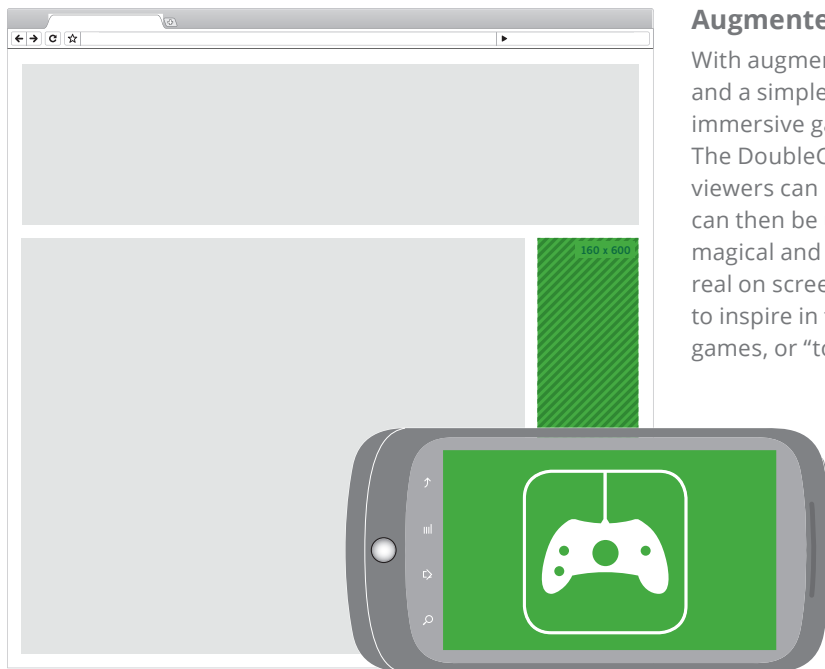


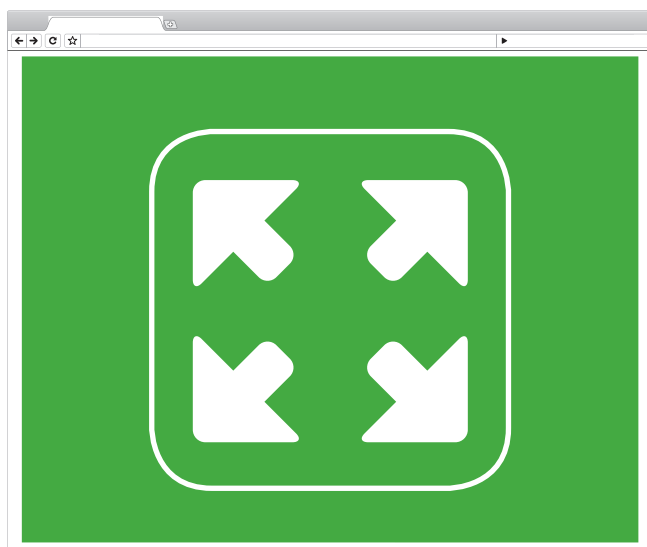
Creativity matters. Even the best media plans fall short without good creative. To help foster creativity, DoubleClick Rich Media provides tools that help creative agencies execute their vision. We partner with agencies to make ads more relevant, more real-time and more interactive across screens.

### Innovations with DoubleClick Rich Media



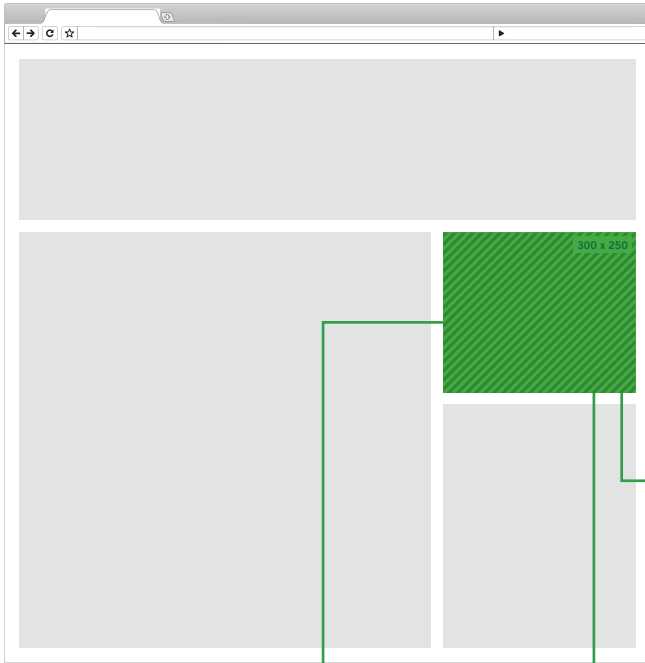
#### Augmented Reality

With augmented reality, all people need is a webcam and a simple printout or camera phone to experience immersive games or stunning 3D product demonstrations. The DoubleClick Rich Media ad displays an image, which viewers can print or capture on their phone. This image can then be used to experience a product or brand in magical and inspiring ways. Augmented reality makes real on screen what creatives could previously only hope to inspire in the user's imagination. Have users control games, or "touch" a product. Creativity is the only limit.



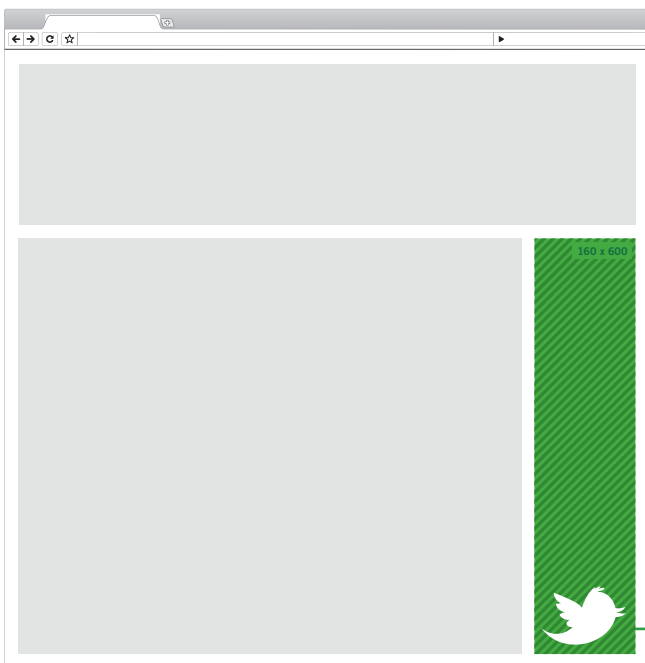
#### Interactive Page Takeover

Page takeovers that appear to interact with page content are nothing new, but in the past, creatives had to use visibly outdated prints of the screen, creating a less than ideal transition between the real page and the page mimicked by the ad. DoubleClick Rich Media helps you take a live screen capture at the moment of ad exposure to make sure your page takeovers seamlessly cross the divide between ad and content. Use it to transform a user's favorite web pages into full-screen ads that surprise and delight. Realistically have the ad interact with the web page itself, moving around or even deleting text and images.



## Dynamic Creative

Relevance! People respond better to more relevant ads. This poses a creative challenge since what's relevant to one person may not be relevant to another. That's where dynamic creative comes in. Dynamic creative in DoubleClick Rich Media can support multiple headlines, offers, calls-to-action, product images, background images, landing pages, and even videos. You set the rules according to your expertise. For everything else, auto optimization puts the best combination of assets together in real time.



## Twitter Amplification

Combine the power and immediacy of Twitter with the reach of paid advertising. With Twitter in a DoubleClick Rich Media ad, advertisers can publish selected "tweets" directly to their display ads. They can enhance Twitter messages by controlling the look, feel and placement of each message in the ad. Promote a Twitter handle or a hashtag, or encourage consumers to "tweet" about a brand's products or services. Twitter content in a rich media ad gives online advertising a new jolt of immediacy and relevance.

Get the technical details at [goo.gl/m6mLm](http://goo.gl/m6mLm)

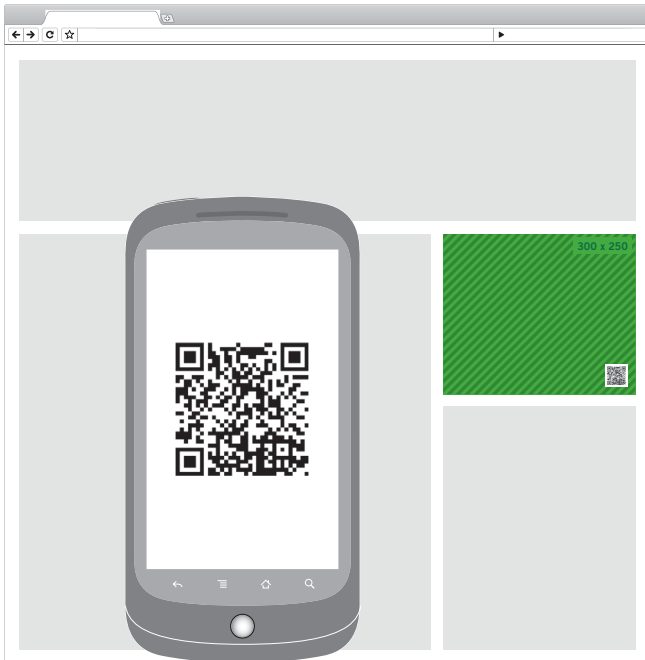




## The +1 Button

Ever watch a movie, try a restaurant, or even smell something based only on a friend's recommendation? That is the power of shared experience. Using the +1 button displays which – and how many – of a consumer's connections have recommended an ad's landing page. These recommendations automatically appear in other display ads, search results or search ads with the same landing page. Each person who sees the ad gets a view into who among their friends have given their stamp of approval. It's a virtual line out the door!

Download the PDF at [goo.gl/MleVi](http://goo.gl/MleVi)



## Dynamic and Static QR Codes

QR codes are driving a new wave of consumer engagement and opening new opportunities for advertisers to extend their efforts to mobile phones. DoubleClick Rich Media lets you include QR codes in online display campaigns, providing a critical link from the ads themselves to consumers' smartphones. With QR codes, consumers can instantly use their mobile phone to launch an app store download or a mobile web page, receive an address book contact, or initiate a phone call, text or email message. Better than off-line QR codes though, codes in a DoubleClick Rich Media ad can be dynamically generated based on time, location or other relevant information.



## Social Toolbar

Bring sharing to the forefront of any ad with the DoubleClick Rich Media social toolbar. This toolbar gives consumers one-click access to all their favorite social media sites right from the ad. They can calendar an upcoming concert or event. They can subscribe to a brand's YouTube channel. They can easily recommend the brand to their contacts and acquaintances using their favorite social networking tools, or email the advertised message to a friend. And they can do this all with a single click from an interactive toolbar that runs at the bottom of the ad.

## Tools with DoubleClick Rich Media

### DoubleClick Studio

Creative agencies produce and manage DoubleClick Rich Media ads with DoubleClick Studio. As a production and workflow tool, DoubleClick Studio helps creative agencies streamline their rich media processes, take control of their turnaround times, and pass creatives seamlessly to media agencies via a direct connection with DoubleClick for Advertisers. DoubleClick Studio offers efficiency, control and innovation through Adobe Flash components, templates and APIs for developing DoubleClick Rich Media creatives. Plus, its web-based interface helps creative agencies manage the entire rich media workflow and keep tabs on progress.

Get help using DoubleClick Studio at [www.google.com/support/richmedia/](http://www.google.com/support/richmedia/)

### DoubleClick Studio Components

Common rich media behaviors and controls are easy to program with DoubleClick Studio components. They are simple, drag-and-drop pre-made components within Adobe Flash. They're designed to be small and versatile in order to minimize the file size of ads. All visible components, such as close buttons and video controls, can be skinned to take on any look and feel desired, offering complete control over design consistency. Using components in a new ad is easy. Simply drag the Enabler components onto the stage, then drag and drop the others needed in the ad to the stage. Component values can easily be edited with a Component Inspector.

Get started with the latest version of DoubleClick Studio components at [goo.gl/VaMji](http://goo.gl/VaMji)

### DoubleClick Studio API

For advanced Flash developers and ad builders, DoubleClick Studio provides powerful AS2, AS3 and HTML5 APIs that make it possible to code cutting edge ads. With just an enabler and the API, anything in the ad can be coded.

Find API code guides at [goo.gl/B7d7z](http://goo.gl/B7d7z)

### DoubleClick Studio Templates

As the industry looks for innovative and scalable approaches to rich media, a variety of creative templates will garner broad appeal. To help with scale, DoubleClick Rich Media provides starter templates to creative agencies, which provides a head start on building templated ads to spec. Some templates supported today include four for the Interactive Advertising Bureau's Rising Stars display ad units including the Billboard, Portrait, Pushdown and Sidekick.

Access Rising Stars templates at [goo.gl/D8IK2](http://goo.gl/D8IK2)

### Contact DoubleClick Rich Media

Connect with the DoubleClick Rich Media creative accounts team to explore how to make your rich media ideas a reality. Our job is to help creative agencies succeed with rich media. We'd love to hear from you!

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West Coast: Michael McNeil, 310-309-6872, [mmcneil@google.com](mailto:mmcneil@google.com)

Central: Sunny Byers, 312-348-4629, [sunnybyers@google.com](mailto:sunnybyers@google.com)

### About DoubleClick

Google's DoubleClick™ products provide ad management and ad serving solutions to companies that buy, create or sell online advertising. The world's top marketers, publishers, ad networks and agencies use DoubleClick products as the foundation for their online advertising businesses. With deep expertise in ad serving, media planning, search management, rich media, video and mobile, our DoubleClick products help customers execute their digital media strategy more effectively.

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