



DoubleClick Studio Case Study: Ogilvy RedWorks



"So far we are very pleased with DoubleClick Studio, and we are happy to talk about it for a number of reasons. First of all, DoubleClick Studio has a clean interface and you will never get lost trying to figure out where you are, which is common amongst ad-serving tools. Our developers are all now self-sufficient and not depending on the one guy who knows his way around some wonky interface. That's worth the price of admission right there."

Josh Race, Digital Production Studio Manager, Ogilvy RedWorks New York

RESULTS AT A GLANCE

"We have already run several successful campaigns through DoubleClick Studio for TD Ameritrade and Kraft, and are very happy with this simplified ad-serving workflow tool."

DoubleClick Studio Makes Rich Media Ad Development Easier for Ogilvy RedWorks

Ogilvy RedWorks brings together an extensive network of production and design capabilities into a single global unit, focusing on high-quality, cost effective brand communications in both traditional and digital media. The Redworks Digital Production Studio handles high-volume standard and rich media banner campaigns for Aflac, Kraft, TD Ameritrade, Unilever, and many others.

Strategy Behind Using DoubleClick Studio

"Our studio was excited to work with DoubleClick Studio because we find most third party platforms to be downright painful. Being in on the leading edge of the development of DoubleClick Studio has given us the opportunity to have some influence on its usability, which is a good thing when you have to work with it day in and day out. Also, our studio built our own in-house workflow system here in RedWorks, so we felt our experience really qualified us to help Google and DoubleClick in the best possible way."

Results

"In addition to what we've already mentioned, here is another great advantage we enjoy: not having to compile .MTF files. And the workflow in DoubleClick Studio is easy enough for non-techy managers to go in and have an overview of what's happening with their campaigns.

For the developers, the ActionScript coding for DoubleClick Studio is simplified, the syntax is easier, and the listeners work better than they did in DoubleClick's Ad Kit. The Flash components are super easy to skin, which is great for groups of developers with mixed skill sets, and its not hard to dig under the hood to customize your own controls.

Finally I'd like to mention that DoubleClick Studio is also cross platform, so you don't have to worry about your Mac-based developers not having IE7 on the PC just to post a banner. That might sound picky, but at the end of the day it's all about ease of use and efficiency, and working in your browser of choice supports that goal."



Contact DoubleClick

For more information, please contact your Account Manager or call us at 866-459-7606. You can also learn more at studio.doubleclick.com

About DoubleClick

DoubleClick is a premier provider of digital marketing technology and services. The world's top marketers, publishers and agencies utilize DoubleClick's expertise in ad serving, rich media, video, mobile, search and affiliate marketing to help them make the most of the digital medium. From its position at the nerve center of digital marketing, DoubleClick provides superior insights and insider knowledge to its customers. DoubleClick is a division of Google Inc. (NASDAQ: GOOG). Learn more at www.doubleclick.com



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