

Australia's Millmaine Entertainment Marketing Unearths HTML5 Gold with DoubleClick Studio Layouts

Promoting a show of ancient gold artifacts from a lost civilization meant digging for the right marketing approach.

For the National Gallery of Australia, showcasing Gold and the Incas: Lost Worlds of Peru, was a major undertaking. The exhibit features 220 works of art gathered from 10 public and private collections in Peru.

Organizers had high expectations that the event would draw national and international tourists to Canberra, the Australian capital. In fact, as well as marking 50 years of diplomatic relations between Australia and Peru, the show was a key component in Canberra's 2013 centenary celebrations.

"DoubleClick Studio Layouts are great—nice and quick. We were up and running within an hour. These tools give us a quick and easy way to do something impressive for our clients."

—Gerard Rowan, Creative Director, Millmaine Entertainment Marketing

Faced with the task of attracting an audience, creative director of Millmaine Entertainment Marketing Gerard Rowan was glad he had discovered DoubleClick Studio Layouts. He used the new tool to offer the National Gallery HTML5 rich media advertising, something they had never done before.

"Normally, we would just run some static images," he says. "But I had been researching the possibilities of DoubleClick Studio and when I came across Layouts, it seemed like an easy way to implement a rich media campaign."

Rowan says the process of creating a campaign with Layouts was "nice and quick". In fact, he had the ads up and running within one hour.

Breaking ground with little added cost or time

"I could tell from the interface that the construction of the ad should be quick and straightforward, and that's why I suggested that option to the client," he says.

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ENTERTAINMENT MARKETING

• www.millmaine.com.au

- Australia's leading, full-service entertainment marketing agency
- Based in Sydney and Melbourne
- 16 employees



Goals

- Impress clients with innovative campaigns at little added cost
- Handle tight deadlines and short notifications
- Reach as many people as possible on as many devices as possible



Approach

- Use DoubleClick Studio Layouts to save time creating HTML5
- Picked layout, created background image, and insert code for YouTube video
- Followed DoubleClick's step-by-step process to eliminate file errors



Results

- HTML5 rich media ad created in less than an hour
- Campaign totaled 253,610 impressions
- Newspaper page takeover gained 84,000+ impressions and 0.38 CTR in one day
- Client thrilled to see existing TV commercial in ad
- Pioneered new way to reach audiences at little extra cost

That choice paid off. He says the Layouts process was a refreshing approach compared to implementing rich media with Flash, a time-consuming process that involves hand-coding and converting video.

“With DoubleClick Studio Layouts, it was a matter of swapping out some of the elements, such as the background image and the call-to-action button, and then supplying a link to the YouTube video for our television commercial.”

The ad has all the impact of an action-movie trailer as actors in costumes—featuring lots of gold—evoke scenes from the ancient Incan civilization. Millmaine intercut these scenes with shots of actual treasures from the exhibition.

The agency knew that another outlet for the TV commercial would crack open a vein to a whole new audience at little added cost.

The ad ran on the Canberra Times website as part of a page takeover with the side banners also devoted to the exhibition. More than 84,000 people viewed it in one day, and 3,230 clicked through to learn more. All in all, the campaign was seen by more than a quarter-million people.

The gold standard for creating HTML5 ads

In the ultimate test of any ad campaign, Australia’s National Gallery is reporting strong sales for the exhibition.

“The HTML5 ads were an excellent addition to our marketing mix. The client was very happy with how the ads appeared and the overall result of healthy ticket sales,” says Rowan.

Now that he has access to Studio Layouts—a much better content creation tool than existed before—Millmaine’s creative director hopes to incorporate HTML5 rich media into many future campaigns.

Before DoubleClick Studio Layouts, he had created a few HTML5 ads, but the onerous process of building content in Flash and then converting to HTML5 proved to be a barrier that added too much cost and too many delays for his clients.

“We don’t usually have days and weeks to turn jobs around. More often we have a few hours,” says Rowan.

“We are looking for quick and effective solutions like DoubleClick Studio Layouts which give us the potential to build more rich media content so we can do more exciting web ads for our clients.”

He says Millmaine will use the Gold and the Incas HTML5 ads as a showcase to encourage other clients to include rich media ads in their marketing mix. With DoubleClick Studio Layouts, he knows his agency can deliver dazzling results.



DoubleClick Studio

DoubleClick Studio is a production and workflow tool used by creative agencies to build and manage DoubleClick Rich Media ad units, making it more efficient to manage desktop and mobile creatives in a single place.

DoubleClick Studio Layouts

Layouts is a new DoubleClick Studio feature that makes developing rich media ads faster and easier. Layouts provides a pre-made rich media ad shell that meets all IAB and Web standards, saving you time in production and approvals.

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