

Unfold Agency Gets the Show on the Road with DoubleClick Rich Media

After industry veterans Brick Rucker and Daniel Weisinger launched a new creative agency in 2012, they had to get the show on the road. And they relied on DoubleClick's tools for building rich media.

"We believe in turning around creative quickly," he says. "And most of the ad units we build are really complex." Since they were already familiar with DoubleClick Studio, they brought it to their new gig.

"DoubleClick Studio is great. It's incredibly helpful for handing off files: I can have somebody working on one component of a banner while somebody else is working on the same ad, often in a different location."

"We've been using DoubleClick Studio for years. We couldn't imagine working without you. We're as good as we are because DoubleClick created the platform for us."

—Daniel Weisinger, Partner, Unfold Agency

Banner ads: the "street performers" of rich media

Unfold Agency shines by taking banner ads seriously.

"A lot of agencies look at websites as 'Broadway' or the big show. Whereas banners are like the street performers outside," says Rucker. "But a street performer in Times Square sees a ton more traffic than a Broadway show. So we think of ourselves as the street performers. Our work is seen by millions."

That's why Unfold pushes every banner ad as far as they can.

"We do it slowly and reverently, because we don't want to break any websites, but we push the envelope," says Weisinger. "And our clients give us the freedom to bring them fresh ideas."

For example, Unfold gave a stellar performance on recent campaigns for video game company Ubisoft. The first was a pencil expand unit for *Tom Clancy's Splinter Cell: Blacklist*.

UNFOLD
AGENCY, INC.

www.unfoldagency.com

- Creative agency specializing in global entertainment brands
- Based in Los Angeles, CA
- 6 full-time designers and developers, plus contractors
- In first year in business, landed major clients Disney, Warner Bros., Fox, Paramount and Ubisoft



Goals

- Create groundbreaking banner ads with rich media
- Show traditional brands the potential of rich media



Approach

- Introduce new effects to bring rich media banner ads to life
- Build ads with DoubleClick Studio
- Use DoubleClick to help websites push past any resistance to change



Results

- Repeat business from marquee clients
- Breakthroughs such as an expandable ad unit that reskins a site's content block based on user interaction

“When we saw the art, we knew we had some challenges. For instance, we’re looking at the main character’s back,” says Weisinger. “But this forced us to think outside the box.”

Unfold used lighting effects to make the main character move in parallax, creating a more realistic effect. Smaller animations such as doppler radar in one corner encouraged viewers to click on the embedded videos.



“Each video gives you a small piece of game-play footage or the 3-D interludes, so that even before you buy the game, you’re starting to invest in the story,” says Rucker.

Impressed, Ubisoft immediately brought them another project, for *Rayman Legends*. This campaign also featured the pencil expand unit, but with a twist.

Ubisoft wanted to showcase the different worlds the main character plunges through during the game. Unfold responded with a ground-breaking ad that takes over the background behind the site’s main content and changes skins every time the user toggles to a new video, making Rayman jump into a new world.



DoubleClick’s Influence

While the *Rayman Legends* campaign promised to bring down the house, Unfold met some resistance. Swapping website skins for an ad wasn’t something people did every day. The unit was very complex, including a collapsed state and four different skins, each with four different day codes leading up to the game’s release.

“Once we build a campaign, we lean on DoubleClick to help the website team figure out how to run it,” says Weisinger. “When we’re working with a new site, I’ll typically have an offline discussion with our DoubleClick campaign manager, and then she mobilizes whatever she needs to mobilize on her side. She’s been insanely helpful.”

Ready to take the show on the road

The *Rayman Legends* ad earned the Unfold Agency a place in DoubleClick’s Rich Media Gallery, an online showcase that Weisinger often browses for inspiration.

All in all, the partners at the Unfold Agency are happy with their progress. Now they’re looking to change the way other companies use rich media in banner ads.

“There are a lot of other businesses out there with ads that just aren’t impressive,” says Weisinger. “I think we can do much better; and bring about change.”

One thing is for sure: Unfold will keep on using Google’s tools.

“It doesn’t happen often,” says Weisinger, “but whenever we’re asked which rich media vendor platform we’d like to build in, we always say DoubleClick.”

To view the two ad units above in an interactive environment, please visit www.richmediagallery.com.

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, DoubleClick products help customers execute their digital media strategy more effectively.

www.doubleclick.com

©2013 Google Inc. All rights reserved. Google and DoubleClick are trademarks of Google Inc.