



# Impact Engine

## ImpactEngine.com Case Study: Publisher and Advertiser Win with FlashAdEngine.com

Tucson's Newspapers and Worldwide Travel, Inc. use FlashAdEngine.com to boost online advertising revenue, cut flash ad production costs, and build lasting consumer relationships.

### The Publisher

Tucson's Newspapers (TNI Partners) is the combined business operation of the Tucson Citizen, owned by Gannett Co., Inc., and the Arizona Daily Star, owned by Lee Enterprises. The Arizona Daily Star and the Tucson Citizen maintain their editorial independence and compete vigorously for the news, at the same time sharing all production facilities and the advertising, marketing, circulation, finance, IT and human resources departments. TNI Partners is relentless in seeking new opportunities to leverage their online properties, [www.tucson.com](http://www.tucson.com), [www.azstarnet.com](http://www.azstarnet.com), and [www.tucsoncitizen.com](http://www.tucsoncitizen.com), to increase advertising revenue, reduce production time and costs, and yield better results for their advertisers.

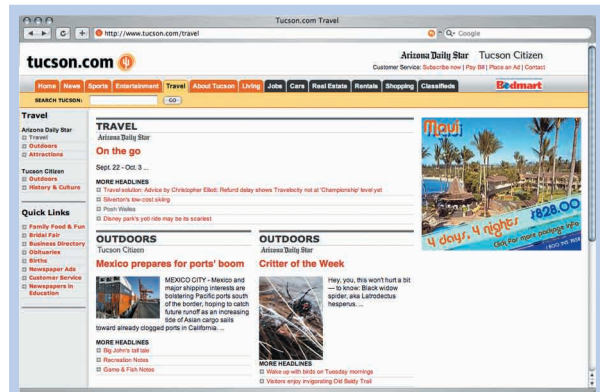
### The Advertiser

"More Aloha 4 Less" is a division of Worldwide Travel, Inc., Arizona's leading supplier of vacation packages to Hawaii. WorldWide Travel, Inc. has been a successful advertiser with Tucson's Newspapers for over 15 years. They have used a variety of mediums including print, radio, and online advertising to promote their travel services and bring the "Aloha Spirit" to their customers. They differentiate themselves from the competition by providing "Quality Service, Value Pricing, and Real People you can trust." Together with Tucson's Newspapers, they continually strive for new ways to generate leads and build relationships with their customers through their website, [www.morealoha4less.com](http://www.morealoha4less.com).

### The Challenge

As Online Operations Manager for Tucson's Newspapers, Jeff Herr, oversees all online advertising efforts for [www.tucson.com](http://www.tucson.com), [www.azstarnet.com](http://www.azstarnet.com), and [www.tucsoncitizen.com](http://www.tucsoncitizen.com). Herr realizes that flash ads are the most effective way for online advertisers to generate leads and build business. However, Tucson's Newspapers is continually challenged by the sales, production, and publishing obstacles facing all online publishers today.

Not only is flash ad production expensive and time consuming, it is extremely difficult to sell without showing the creative potential of the ads through the use of a spec ad tailored to the prospective advertiser. Sales representatives who have had success selling print ads struggle selling online ads due to the lack of an efficient prospecting system. Their biggest hurdle is the inability to produce spec ads that build that creative moment for each advertiser. Ink on paper is simply not enough to elicit an "Aha!" moment from prospective advertisers.



### Publisher Results

#### By using FlashAdEngine.com, Tucson's Newspapers:

- Make more sales using Spec Ads
- Efficiently produce ads based on the Spec Ad
- Quickly publish ads live to the online newspaper
- Change ad copy and ad creative in real time
- Increase revenue and profits!

### Advertiser Results

#### With FlashAdEngine.com, WorldWide Travel, Inc. can now:

- Afford rich media online Advertising
- Increase ad response by improving ads in real time
- Update ads in real time to feature their newest promotions
- Create prospects that translate into long term relationships and repeat business

According to Herr, “if we are able to show advertisers a compelling rich media spec ad with flash animation it works every time! But due to time and cost constraints, it is impossible to build custom spec ads with flash animation for each advertiser. It just takes so long to develop a good flash ad. Then you use it for a short while and it becomes obsolete, you have to start from scratch again.” The time and cost constraints of rich media ad production limit sales opportunities and considerably narrow the market.

As an advertiser, WorldWide Travel, Inc. has faced its own set of challenges. Says Malcolm Potter, Owner of WorldWide Travel, “I’ve been advertising with Tucson.com for several years and have always seen the potential of online ads. I understand how difficult it is to create and maintain beautiful looking ads. Because of this difficulty and the costs involved, I’ve only been able to place and maintain one ad with the online paper. Even though I have many different travel packages I would love to promote online, there was just no way to get the whole process moving faster than just one ad.”

Having experienced success with print and radio ads in the past, online advertising has not been as deep and interactive as Potter hoped it would be. The travel industry is in a constant state of flux with new promotions becoming available every day. If they take the time to develop a truly dynamic ad, by the time it’s published the promotion may not even be available anymore. “If only there were a way to make quick changes to the ads to accommodate all of our unique promotions,” Potter believes that online advertising would be extremely effective for [www.morealoha4less.com](http://www.morealoha4less.com).

Worldwide Travel had great success with their radio advertising because they could highlight specific tropical locations and could feature local experts raving about new and exciting destinations. That “ask the expert” type of approach created a personal connection with consumers and brought them in the door. But radio advertising is extremely expensive, into the thousands per month during drive time, and it’s still just a broadcast. What WorldWide Travel was looking for was a cost effective, interactive online solution that could both generate leads and facilitate 2-way communication between the travel agent and the consumer. “If we are able to create this dialogue, a personal connection, it will not only generate leads, but it will build lasting relationships with long term customers rather than one-time transactions,” claims Potter.

### **Enter FlashAdEngine.com**

If there was ever a prime example of killing 2 birds with one stone, FlashAdEngine.com did exactly that for Tucson’s Newspapers and WorldWide Travel, Inc. When Jeff Herr was introduced to Bryan Depew, VP of Business Development for Impact Engine, Inc. creators of FlashAdEngine.com, he was skeptical of the existence of a viable, commercial solution to the challenges faced by his advertising team. Once he saw the FlashAdEngine.com solution at work, he was impressed and decided to implement the solution with an initial set of his advertisers.

Four things convinced Jeff to give the system a try:

- 1) Spec Ad Catalog - an extensive catalog of ready-to-go spec ads that cost nothing to use in the sales process. This enabled his salespeople to sell the advertiser results instead of promises.
- 2) Streamlined Production Process - Spec Ad Catalog costs nothing to use, meaning there is inherent savings from the start. FlashAdEngine.com’s production tools can be used by even non-technical personnel and the functionality is powerful. Combined, this process saves significant cost in ad production and reduces lead times to ad placement.
- 3) One-Click Publishing - Once finished, ads are published live in real time; further eliminating delays.
- 4) Live Updates- The ad creative and ad copy in FlashAdEngine.com ads can be changed in real time; enabling Jeff to sell a much needed service to the customer.

FlashAdEngine.com empowers publishers and advertisers to produce and publish custom, agency quality flash ads in less than one hour. And, FlashAdEngine.com's unique repeatable design enables live updates and creation of multiple ad variations. According to Herr, "With FlashAdEngine.com, it takes fewer resources and comes out much stronger than we can ever do. It may be counterintuitive, but you actually get more for less effort!"

### **The Solution**

The solution was simple. Using FlashAdEngine.com, Tucson's Newspapers could finally sell, produce, and publish agency quality, customizable flash ads for a fraction of the cost and in less than 1/3 of the time it took them in the past. For [www.morealoha4less.com](http://www.morealoha4less.com), Jeff Herr chose a spec ad with a tropical background and postcard look and feel that included streaming video where Malcolm Potter could highlight multiple rotating offers displaying panoramic views of Hawaiian destinations. Potter viewed the ad comp online via text hyperlink and could instantly envision his flash ad. Within a day, Herr and Potter created a finished product that included multiple links to specific [www.morealoha4less.com](http://www.morealoha4less.com) web pages that promoted each travel package, as well as a link to a blog where the now captive audience could go to discuss their travel related questions with experts in Hawaiian Island travel. The ingenious design enabled WorldWide Travel to highlight multiple offers and begin a dialogue with their customers. This was nothing that either Herr or Potter had ever experienced, and they were amazed that the benefits of FlashAdEngine.com did not stop there. With unlimited access to update and change copy and creative, Herr created new ads with different offers in less than 1/2 hour each. According to Potter, "with this new capability, my ad rep has much more to offer and I have more opportunities to buy."

### **The Results**

The results of the new ad campaign were even more compelling. WorldWide Travel found that the multimedia ads significantly increased their click through rate. And, not only did the ads draw more people into their site, the interactivity and link to blogs helped target specific customer interests, and create that priceless 2-way communication between the travel agent and the customer. This was not just an ordinary ad campaign, they were now generating leads from a captive audience, engaging customers, and stacking customer information based on interest. As Herr puts it, "this is what it's all about, it's what this online medium is for—building a relationship with the consumer."

Herr can see that this is just the tip of the iceberg. As Herr and Tucson's Newspapers use FlashAdEngine.com more and more they are realizing that the possibilities are endless. Salespeople are now excited to sell online advertising and they enjoy searching the extensive catalog of spec ads for the perfect flash ad to show their prospects. They are closing sales like never before and finding that an entire new market is opening up before them.

Herr is excited about the opportunities ahead and claims that "online advertising has always worked well for large retailers, car dealers, and merchants with deep pockets who are looking for a one time transaction from a large volume of consumers. But this opens up a whole new market of nontraditional advertisers – the local neighborhood. The ability to produce low cost, flexible ads enables the local bakery, diner, and "mom-n-pop shop" who can't afford rich media to take advantage of this powerful medium. They can run a promo for daily specials on specific days and it won't cost them an entire month's profit. It's the only way to help this tier at the base of the sales pyramid – and there are huge numbers there, especially for local publications like [Tucson.com](http://Tucson.com)."

### **Create More Ads. Better Ads...in a flash with FlashAdEngine.com**

If you would like to increase online advertising profit, and build your flash ad inventory quickly, easily and at a fraction of your current cost, we would like to demonstrate how FlashAdEngine.com will help you achieve your goals. To schedule a live demo, please contact:

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