

Digitas France and Nissan Europe

Energizing the compact car market

**DIGITAS****JUKE Power-Up**www.jukepowerup.com**Nissan Motor Europe**www.nissan-europe.com**Digitas France**

Neuilly sur Seine, France

www.digitas.fr

Nissan and Digitas France use Adobe® Creative Suite® and the Adobe Flash® Platform to deliver a groundbreaking app for mobile devices: the JUKE Power-Up app for Google's Android™ phone

The compact, sexy Nissan JUKE automobile unleashes big innovation in a small package. Nissan's intentions for this turbocharged crossover sport vehicle are clear: "Ride high, stand out, and move quickly."

To deliver the JUKE message to the compact car market, the Digitas France interactive marketing agency created a high-energy awareness campaign. The 'Energized' campaign runs with Nissan's wider U.K. marketing campaign across TV, digital, experiential, CRM, PR, and retail marketing. Digital marketing is particularly important to the campaign. "Digital interaction is increasingly important to how we communicate with our customers, so digital channels with broad appeal are fundamental to the success of the Nissan JUKE," says Gareth Dunsmore, digital manager Europe, Nissan Motor Europe.

Known worldwide for delivering inventive automobiles to drivers of all kinds, Nissan wanted to further leverage its digital campaigns to help reinforce its reputation as an innovator and industry leader. "We wanted our digital campaign to show how Nissan pushes technology advances and projects future trends into the market—so a cutting-edge digital strategy was crucial," says Dunsmore.

Digitas France used Adobe Creative Suite 5 Web Premium and Master Collection software and the Adobe Flash Platform to develop the inventive JUKE Power-Up app. Android 2.2 users can access the app directly online and measure their 'JUKE energy' on the app's accelerometer.



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Flash developer and team manager,
Digitas France

Challenge

- Reach JUKE target market in creative new ways
- Leverage digital channels to keep pace with consumer needs
- Overcome limits of mobile app stores
- Meet aggressive app development timeline

Solution

- Develop unique Adobe Flash Platform app for Google Android 2.2 mobile phones
- Design and develop a rich interface for an Android app using Adobe Creative Suite 5 Web Premium and Master Collection software
- Leverage Adobe SiteCatalyst to measure and optimize Nissan Europe website content

Benefits

- Pioneered groundbreaking web app for mobile devices
- Developed app from concept to delivery in two weeks
- Enhanced Nissan customer experience and increased JUKE website traffic
- Reinforced the Nissan brand as a leader in innovation

Toolkit

Adobe Creative Suite 5 Web Premium and Master Collection. Components used include:

- Adobe Photoshop CS5
- Adobe Illustrator CS5
- Adobe Flash Professional CS5
- Adobe Media Encoder CS5

Adobe Flash Platform. Components used include:

- Adobe Flash Builder
- Flex framework

Adobe SiteCatalyst, powered by Omniture

Nissan turned to Digitas France to create a lively way to engage consumers with the Nissan JUKE message through interactions on their mobile phones. In step with Nissan's reputation for innovation, the company looked beyond limitations of traditional mobile phone apps available only on app stores, and instead set out to create a dynamic mobile app that runs live from the web, without requiring any downloads. Digitas France used Adobe Creative Suite 5 Web Premium and Master Collection software and the Adobe Flash Platform to develop the inventive JUKE Power-Up app.

"Within weeks, our Digitas France team developed a groundbreaking web app for mobile phones based on the Adobe Flash Platform," says Julien Terraz, Flash developer and team manager, Digitas France. Google Android 2.2 phone users access the JUKE Power-Up app online for an interactive experience that is proving successful in connecting the energetic market of small-car enthusiasts with the Nissan JUKE.

Powering up mobile users

Available through a Nissan microsite, JUKE Power-Up requires no visits to an app store to download. Instead, Android 2.2 users can access the app directly online. The Flash Platform was the only solution that enabled Nissan to offer Android 2.2 users a dynamic app experience through an online destination.

By vigorously shaking their mobile devices, users trigger motion sensors that detect movement, activate rising car acceleration sounds, and record motion values on the dynamic interface in Adobe Flash Player 10.1. Android users can view their level of adrenaline and 'JUKE energy' on the app's accelerometer, and post their scores for viewing by friends on Facebook. The Power-Up theme reinforces Nissan's reputation as an innovator, as well as promotes the JUKE brand as a high-power, energy-efficient automobile, with a turbocharged 190-horsepower engine.

Digitas used Adobe Photoshop® CS5, Illustrator® CS5, Media Encoder CS5, and Flash Professional CS5 to design the rich interface for the web app, and used the Flex® framework and Adobe Flash Builder™ to create the back-end capabilities that communicate between the user's smartphone and the web app. Initially, the team developed a technical proof of concept using ActionScript® 3 and created a basic skin in Flash Professional CS5.

Working with Flash Professional CS5, designers generated graphical assets and exported them to an SWC file, which was then compiled with the appropriate classes into an SWF file and published online. "The Flash Professional CS5 workflow and tight developer-creative integration were key to delivering this unique mobile app so quickly," says Terraz.

The Adobe Flash Platform proved to be the richest, most efficient solution for creating the app, which took just two weeks to develop from concept to delivery. Working with Flash Professional CS5 and Flash Player 10.1 enabled the team to seamlessly extend its existing workflow to encompass mobile development.



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Terraz sees the development of JUKE Power-Up on the Adobe Flash Platform as a learning experience that Digitas can transform into other rich-media campaigns in the future. “The Nissan JUKE project was highly creative and inspiring,” he says. “We learned a great deal about how to build mobile apps on the Adobe Flash Platform. We’re now developing and testing other mobile and web apps using various handsets and operating systems. Adobe solutions are helping us pioneer future trends in using and downloading mobile apps.”

Terraz notes the far-reaching cost benefits provided by Adobe software and technologies for the ‘Energized’ campaign. “From a development and cost perspective, using the Adobe Flash Platform, we can build once and distribute broadly, providing a highly cost-effective development cycle.”

Shaking things up with rich apps

Nissan is seeing significant activity on the JUKE Power-Up site and from the ‘Energized’ campaign in general. Nissan quickly tracked tens of thousands of JUKE Power-Up page views and thousands of players, with numbers rising steadily over time. “The JUKE campaign was a hit,” says Dunsmore. “Customers are preordering the JUKE online, and we’ve smashed every target we set. Our Power-Up campaign has helped establish us as a marketing innovator and leader.”

Nissan is continually measuring the ‘Energized’ digital campaign, and tracking Nissan Europe website traffic using Adobe SiteCatalyst®, powered by Omniture®. Nissan actively uses Adobe SiteCatalyst to monitor and analyze how consumers are using its sites, and particularly to track flow-through, bounce, and attrition rates. “Using Adobe SiteCatalyst, we’ve seen massive improvements in website traffic in the past year, along with greater user satisfaction and an enhanced website experience,” says Dunsmore. “We’ve also noted significant growth in the JUKE brand.”

With Adobe Creative Suite 5 Web Premium software, Digitas can display changing advertising and promotions on Nissan’s new website that deliver results. “Adobe SiteCatalyst allows us to optimize site content and improve results, such as increasing the number of people requesting to test drive a Nissan vehicle,” says Dunsmore. He emphasizes the importance of continuing to enhance the customer experience. “Offering superior customer services demands integrating customer experiences across channels, and we’re counting on Adobe Creative Suite 5 and the Adobe Flash Platform to help.”

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Gareth Dunsmore
Digital manager Europe,
Nissan Motor Europe

Breaking the rules

The trendsetting car manufacturer designed the Nissan Juke with a keen focus on the audience targeted by the fun, nimble compact car. Working with Digitas and leveraging the Adobe Flash Platform and Adobe Creative Suite 5 Web Premium and Master Collection, Nissan is reaching new markets and new customers in compelling, memorable ways. "By providing the tools to create an engaging website that acts like a mobile app, and enabling us to bypass the limits of app stores, Adobe is helping us interact with our customers in amazing new ways," says Dunsmore.

For more information

www.adobe.com/products/creativesuite/mastercollection

www.adobe.com/flashplatform



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