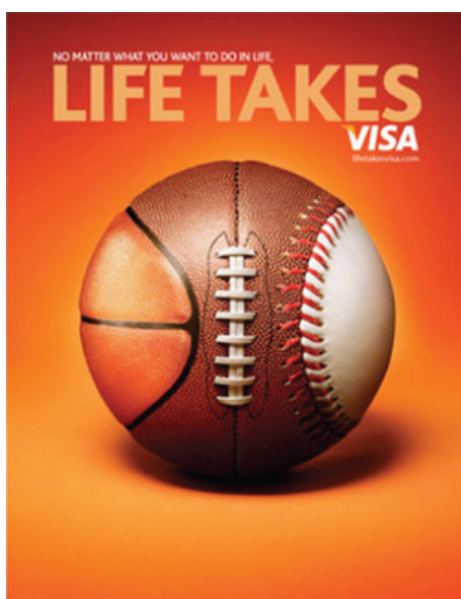




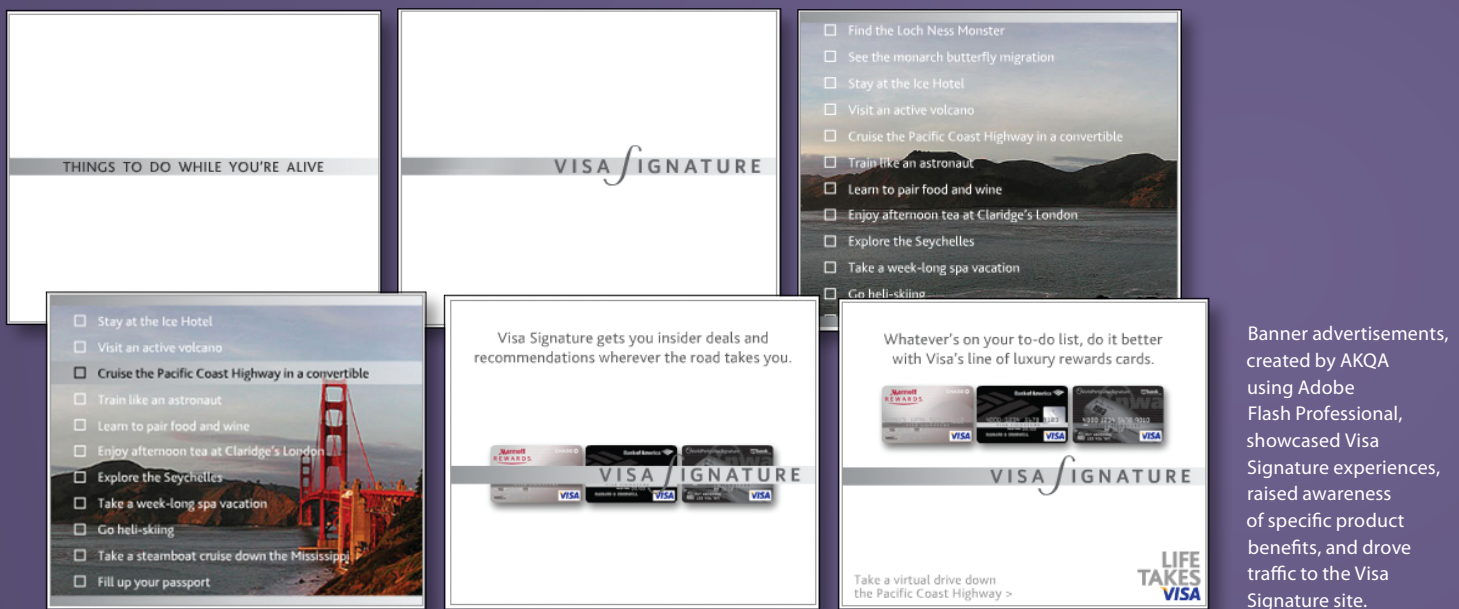
Leading in the digital age

Award-winning digital agency raises brand awareness for Visa using Adobe® Creative Suite® Web Premium software



AKQA is dedicated to helping its clients lead in the digital age. AKQA is an independent agency with over 700 employees and offices throughout the United States, Europe, and Asia. One of the world's most awarded agencies, AKQA has received Agency of the Year honors from *Advertising Age*, *Adweek*, and *SHOOT* Magazines in 2008 and was included in the Advertising Age 2008 "A-List" as well as the *Fast Company* Fast 50, featuring the world's 50 most innovative companies. AKQA's clients include Nike, Visa, Xbox, Coca-Cola, and Target, among others.

Driven by innovation, AKQA delivers award-winning ideas, strategy, and influential interactive work to accomplish client goals. Key to its successful design and development work is Adobe Creative Suite Web Premium software, which helps fuel the team's creativity, collaboration, and productivity. The agency looks forward to working with Adobe Creative Suite 4 Web Premium software because of its enhanced integration, flexibility, and efficiency.



Banner advertisements, created by AKQA using Adobe Flash Professional, showcased Visa Signature experiences, raised awareness of specific product benefits, and drove traffic to the Visa Signature site.

“Adobe Creative Suite 4 Web Premium will enable us to create interactive experiences that continue to raise the bar for what is possible in the digital realm.”

Peter Cole, director of creative development, AKQA

“Adobe Creative Suite Web Premium software serves as the foundation for all of our interactive projects at AKQA,” says Peter Cole, director of creative development for AKQA. “Adobe Creative Suite 4 Web Premium will enable us to create interactive experiences that continue to raise the bar for what is possible in the digital realm.”

Agency of record

A full-service digital design agency, AKQA handles everything from planning, concept development, and creative design to technical development, production, and analytics. The firm works with many offline advertising agencies and their clients to develop interactive ideas and web experiences to complement traditional advertising campaigns. An example of this is AKQA’s work with Chiat-Day on the Visa Signature Living and Life Takes Visa campaigns. “We often take ideas created for the offline world and bring them to life on the web,” explains Cole.

In the concept development phase, ideas sketched on paper are quickly brought to life using Adobe software. Designers create comps and initial designs using Adobe Photoshop® Extended and Illustrator® and, depending on

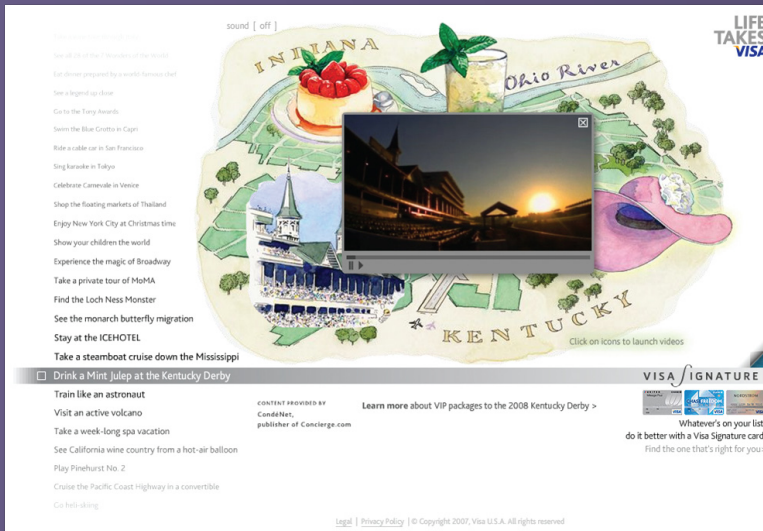
the project, AKQA may also develop motion comps using Adobe Flash® Professional. The rigorous design phase explores the technical design, including issues related to accessing data, creating video, fine tuning visual design, and mapping a website’s interactivity.

Next, the project moves into development, which involves laying down final code and doing the final video motion design. Using an integrated Adobe workflow, AKQA takes final design comps from Photoshop Extended or Illustrator directly into Flash Professional or Adobe Dreamweaver®. Adobe After Effects® is also used extensively during the video post-production process.

“We’re always looking for ways to streamline our workflow, and with the common user interfaces and integration among Adobe Creative Suite Web Premium applications, we don’t have to look far,” says Cole. “Adobe Creative Suite 4 Web Premium software will enable us to take our integration further by helping our teams share assets and ideas across disciplines even more productively and creatively.”

Things to do while you’re alive

AKQA applied its expert integrated workflow to the Visa Signature Living campaign. The objective of the campaign was to raise awareness of Visa Signature as the premium class of rewards cards among new affluent consumers and establish the perception that Visa Signature gives access and benefits, which allow people to do the things they want to do in life. The Signature list of “Things to do while you’re alive” showcased some of the most extraordinary Visa Signature offers cardholders could experience.



AKQA used Adobe Flash Professional to create individual Visa Signature experience pages and used video, sound, and digital animation to convey the unique nature of each experience.

Company AKQA

San Francisco, California
www.akqa.com

Challenge

- Help clients build brand presence online
- Integrate digital and traditional campaign elements
- Create unique, innovative online experiences

Solution

- Leverage the integrated Adobe workflow to transfer designs from Adobe Photoshop Extended and Illustrator directly into Adobe Flash Professional and Dreamweaver
- Create comps and initial designs using Adobe Photoshop Extended and Illustrator
- Use Adobe After Effects for video post production

Benefits

- Delivered immersive interactive experiences for clients that built brand awareness
- Made Visa Signature synonymous with adventure
- Turned the Visa brand into an inspiring and engaging content provider
- Let cardholders see the benefits of using Visa in new and relevant ways

Toolkit

- Adobe Creative Suite Web Premium. Components used include:
 - Adobe Photoshop Extended
 - Adobe Illustrator
 - Adobe Flash Professional
 - Adobe Dreamweaver
 - Adobe After Effects
 - Adobe InDesign
 - Adobe Flash Media Server

The campaign included print advertising created by Chiat-Day, online display advertising, an interactive website, search, mobile programs and sponsorships, and a mobile WAP site. The display, search, and mobile efforts were closely integrated with offline print work to create a cohesive campaign that drove people to relevant Visa Signature experiences on the website.

The use of Flash Professional and Photoshop Extended assets enabled the easy reuse of creative assets across multiple mediums. All content for the website was stored and/or referenced in XML files and read by the SWF files dynamically, giving AKQA the flexibility to make quick updates to the site without having to touch the core site structure.

The dynamic experiential microsite brought to life more than 35 unique experiences, such as learning how to pair wine and food, kissing the Blarney Stone, and cruising the Pacific Coast Highway in a convertible. Each item was featured on its own unique page, and video, sound, and digital animation were used to convey the unique nature of each experience. Banner advertisements, created in Flash Professional, showcased each experience, raised awareness of specific product benefits, and drove traffic to the site.

Deep linking in Flash Professional supported the targeted search campaign. Relevant queries, such as “Mississippi Steamboat” or “Blarney Stone,” drove visitors to the individual experience pages on the microsite. “Deep-linking to specific pages within the experience created with Adobe Flash Professional made the search

component possible,” says Cole. Overall, website traffic increased as the campaign made Visa Signature synonymous with adventure and raised awareness of the brand.

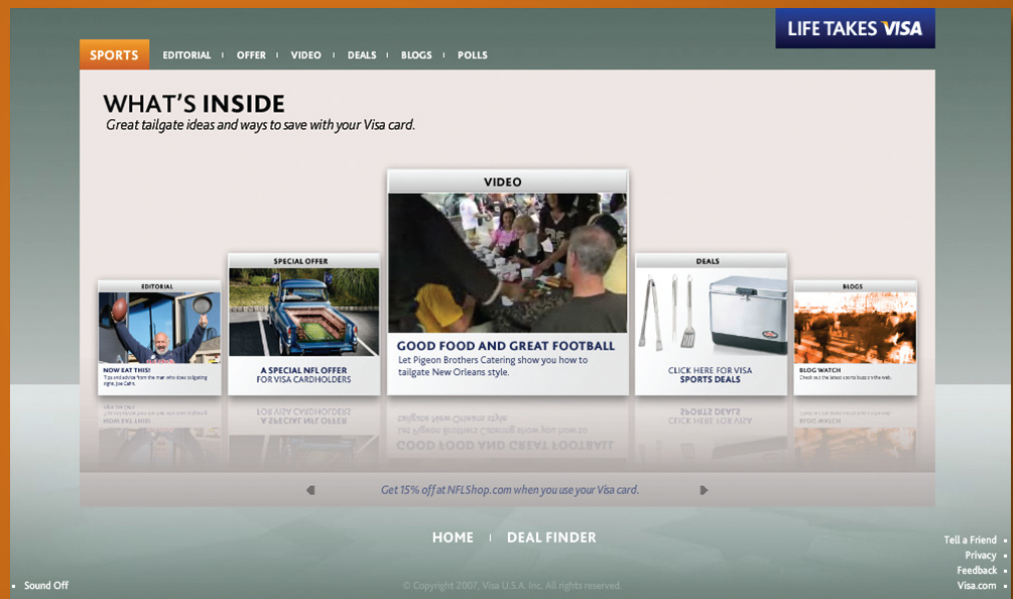
A new outlook on life

AKQA also created the Life Takes Visa website, an ever-expanding destination site that uses a magazine metaphor to inspire cardholders with new things they can do, buy, and experience with their Visa cards. Visuals from the offline campaign act as doorways into topics, such as electronics, beauty, travel, dining, rock and roll, and lawn and garden.

Microsite topics feature RSS feeds of live blogs, fun compelling polls, interesting articles, and related savings obtained from well-known retailers and media partners. Content for the website is pulled from many different sources and includes connections to vendor databases and live blog content. “The application logic of Adobe Flash Professional enabled developers to easily tap into various services to create a content-rich microsite that showcases new ideas, experiences, and related deals for cardholders,” explains Cole.

Video became a key element of the experience and an extension of the overall campaign. Mini-documentaries feature unique experiences, people, or trends, while interactive hot spots highlight extra content and Visa discounts. AKQA develops both streaming and progressive-download video using Flash Professional, and relies on Adobe Flash Media Server to stream the video.

Adobe Flash Professional served as the container for the array of content on the Life Takes Visa website and enabled AKQA to incorporate video as a key element of the online experience.



"Adobe Flash Professional is so popular because it is so flexible."

Peter Cole, director of creative development, AKQA

"Adobe Flash Professional is so popular because it is so flexible," comments Cole. "We're trying to create things that haven't been done before and Flash Professional gives us the flexibility that it takes to make it all happen."

The team also used Flash Professional to create interactive video content that includes pop-ups linking to additional information. "With Adobe Flash Professional, video becomes part of the overall experience, embedded within the content, rather than a feature that sits on top of an HTML page," comments Cole.

Flash Professional served as the container for everything on the microsite. "The ability to create a single site container in Adobe Flash Professional and pull in all creative assets, content, and data dynamically, as well as seamlessly add content during releases, helped us create a more cohesive experience," explains Cole. "Adobe Flash Professional also eliminated the need to test in different browsers, because the content plays the same everywhere."

The Life Takes Visa campaign turned the brand into an inspiring and engaging content provider. It also let cardholders see the benefits of using Visa in new and relevant ways. Each new issue boosts site traffic and card usage on merchant partner sites. "Visa is a company that understands the value of interactive experiences and wants to use new technologies to engage with customers," says Cole. "By creating aggressive and innovative interactive branding experiences, we helped them accomplish their brand awareness goals."

A bright future for interactive

Cole sees digital experiences continuing to evolve as consumers become savvier and continue demanding broader access to content. "Moving forward, the focus will be more on the content itself, and less on the visual wrapper that presents it," he says. "This will enable individuals to access relevant, dynamic content from a variety of sources and deliver it consistently, and in new innovative ways, to multiple devices such as mobile phones, PDAs, and outdoor displays."

Adobe Creative Suite 4 Web Premium will definitely play a role in keeping AKQA at the forefront of the digital age. "Adobe Creative Suite 4 Web Premium software will help us quickly give life to our creative ideas and deliver even more engaging and interactive content beyond the browser," concludes Cole.



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