

SAATCHI & SAATCHI

Company:

Saatchi & Saatchi

Industry:

Advertising Agency

Key Metrics:

Founded in 1975

One of the world's top advertising agency networks, with more than 150 offices in about 85 countries

Provides creative advertising services and plans marketing campaigns for some of the largest advertisers and top global brands

Internap Solutions:

Professional Services
Transcoding Framework
Streaming Services
Custom Flash Players

“Internap’s Flash technology and expertise in content delivery makes it the perfect video streaming provider for user-generated sites.”

Peter Kang

Interactive Creative Director for Saatchi & Saatchi LA

Global advertising firm Saatchi & Saatchi is known for creating ad campaigns with impressive creativity and cutting-edge techniques.

This creativity was showcased when Toyota Motor Sales, USA, Inc., a leading manufacturer of energy efficient vehicles, looked to Saatchi & Saatchi to develop and re-launch its website (www.toyota.com/hybrids) for Toyota Hybrid owners — a community that has grown exponentially in recent years.

The Challenge

Toyota’s website would be designed to facilitate interaction among Toyota hybrid drivers and promote the benefits of Toyota’s Hybrid Synergy Drive technology.

The new community site would invite Hybrid owners to join and create the site’s content by uploading personal photos and video clips of their experiences with their vehicles.

Toyota wanted to create the ability to accept user-submitted content in multiple formats and still provide an end-user viewing experience that was consistent across the site. The burden of converting and encoding the content prior to upload needed to be taken off of the user as well to ensure ease of use.

In addition, Toyota faced a format challenge with progressive downloads. Using progressive downloads of video would compromise the privacy and content ownership for its end-users. Using progressive downloads meant anyone could obtain their content.

The Solution

- Professional Services
- Transcoding Framework
- Streaming Services
- Custom Flash Players

The Internap® Professional Services team began by implementing a transcoding engine, allowing the upload and encoding of various media formats into Flash 8 using the On2 VP6 codec.



The proprietary transcoding framework was configured to Toyota's specific requirements, enabling Hybrid owners to submit videos in most formats, including Windows Media, QuickTime, MPEG, DV and 3GP.

To address the security issue of downloadable content, Internap Streaming Service for Flash was utilized.

The Results

"Internap's Flash technology and expertise in content delivery makes it the perfect video streaming provider for user-generated sites," said Peter Kang, Interactive Creative Director for Saatchi & Saatchi LA. "Internap's Content Delivery Network allows us to focus on other portions of the MyToyota.com campaign. We've created a virtual community in which Toyota hybrid fans and others curious about hybrid technology can congregate, leaving the website's service and monitoring in the capable and reliable hands of Internap."