

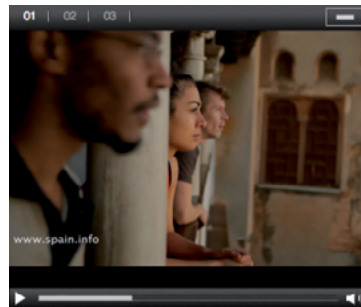
MEDIA CONTACTS/TOURSPAIN. Sizmek Dynamic Creative simplifies implementation of global tourism campaign

With the approach of the summer holiday season, TourSpain launched its annual international campaign intended to attract and increase the number of visitors to Spain. The campaign's target audience encompassed 28 diverse markets including Japan, Argentina, Belgium, Poland, the US, and China.

TourSpain initially produced four TV commercials (targeting youth, seniors, families, and Asian audiences), which were broadcast by TV networks in each of the different countries.

In order to reach an online audience, the client wanted to transfer the TV commercials to online media. The idea was to use a 300x250 video player with a full screen option that would enrich the audience's viewing experience.

Video subtitles for 12 different languages were added in order to ensure that even audio-off users could enjoy the experience. In most cases, the video / audio stream and the subtitles language would match, except for certain versions where these would differ in order to extend the campaign's reach. For example, the Chinese market version showed an English spot, but with Chinese subtitles.



ADVERTISER: TourSpain
PRODUCT: Dynamic Creative
MEDIA AGENCY: Media Contacts (Havas Digital)

Online campaign objectives

This campaign was designed for a global audience with the ultimate goal of consolidating and strengthening Spain's image as a top tourist destination. However, TourSpain's campaign material only consisted of four 20-second spots. A strong and robust tool was needed in order to meet the following objectives:

- Conversion of TV commercials to online media formats suitable for massive, high-quality broadcasting.
- Development of ads that would generate awareness, interaction, and flexibility for TourSpain.

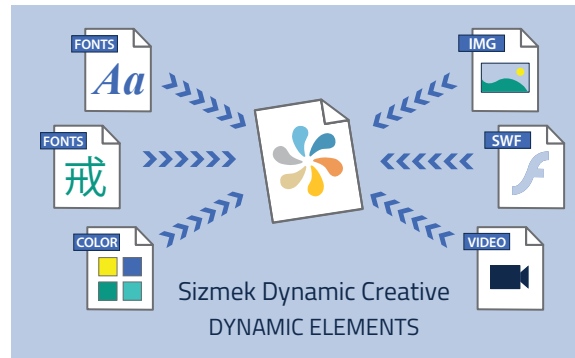


448 VERSIONS IN 15 DIFFERENT FORMATS WERE PRODUCED FROM A SINGLE MASTER.

Execution

Instead of producing each ad separately, Sizmek recommended that TourSpain create only one master ad and serve it using Sizmek Dynamic Creative with a number of variables including: voice language, subtitle text language, full-screen option, appearance order, and auto-play.

As a result, 448 versions in 15 different formats were produced from a single master ad using Dynamic Creative's XML management capabilities. This allowed for updates "on the fly" to meet the specifications of over 220 foreign media publishers.



DYNAMIC CREATIVE IS A REAL-TIME AD CONTENT MANAGER.

"Sizmek's technical capabilities led to an agile execution and ensured the content's relevance to its intended audience, providing a high awareness level evidenced by the campaign recall rate."

GONZALO RAMÍREZ PIÑANGO
ACCOUNT DIRECTOR, MEDIA CONTACTS

Campaign Results

- Over **360 million** impressions in 2 months
- Over **1.6 million** visits
- High interaction rate
- 50%** of viewers play the full video

