

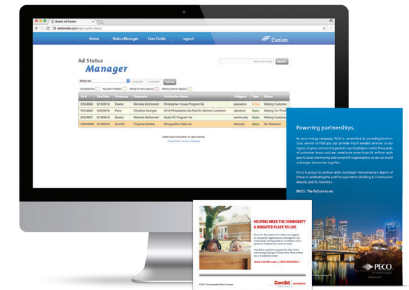


CASE STUDY: ADCREATOR, AN INNOVATIVE ONLINE DESIGN TOOL

JAK wins awards for our creative designs, but clients give us a gold star because we also deliver serious value.

One of our longtime partners, Exelon, was looking for a better way to produce sponsorship and congratulatory ads—hundreds of them, for use in a variety of programs and publications.

We responded by coming up with an innovative tool that saves time, effort, and money. Our solution? AdCreator.



THE CHALLENGE

Each year, Exelon and its subsidiaries, ComEd and PECO, produce hundreds of sponsorship and program ads. All of the ads have to comply with brand and legal standards—from the copy and the imagery to any references to third parties. The review and approval process was a daunting task for the internal communications team. The process needed a new, streamlined approach.



THE SOLUTION

JAK designed, programmed, and launched AdCreator—an intuitive online design tool that allows designated individuals from our client’s companies to request specific ad options, and keep track of each sponsorship/program ad that comes across their desks for approval.

JAK designed brand-compliant templates with a choice of themes (the arts, education, the environment, sports, and community). We worked closely with the client to ensure the themes, imagery, and copy blocks on their templates met company guidelines.

After the requestor goes online and chooses from standard components and appropriate ad specifications, the selections are automatically relayed to JAK, where each ad is built, released, and managed in an efficient and timely manner. With AdCreator, publications can receive ads within the same day when necessary.

On top of that, AdCreator simplifies the payment process by way of an e-commerce solution.

THE RESULT

AdCreator has added value to an important aspect of our client’s marketing and community outreach. There is no longer a waiting period for the internal communications team’s final approval on every new ad, freeing the team up to focus on other projects.

Though AdCreator was initially built for Exelon’s needs, it can easily be adapted to any similar application. It could be the basis of a new direct mail request and fulfillment process, or customized to streamline the creation of materials for a variety of other channels, including digital.

Exelon, ComEd, and PECO continue to use AdCreator to this day.

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