



BC Pictures

Interactive e-brochures in Adobe® PDF enable businesses to reach customers with content-rich collateral optimized for onscreen viewing

BC Pictures

- Multimedia production company specializing in creating high-end digital videos, Web sites, and marketing collateral for corporate clients
- Headquarters: Toronto, Ontario, Canada
- Founded: 1988
- www.bcpictures.com

Industry

- Graphic Design
- Multimedia Production
- Video Production

Solution

- Electronic Brochures
- Customer Self-Service

Products

- Adobe Acrobat® 6.0 Professional
- Adobe InDesign®

Company Profile

As a multimedia production firm, BC Pictures creates high-end digital video, Web sites, and marketing collateral for clients such as automobile manufacturers, businesses in the travel industry, and government agencies. BC Pictures specializes in developing interactive electronic brochures (e-brochures) that incorporate video, sound, and rich graphics. The agency uses Adobe design and graphics software and Adobe Acrobat 6.0 Professional to create the e-brochures, which are distributed as Adobe Portable Document Format (PDF) files.

Challenges Faced

Create high-end marketing materials designed for online viewing

To maximize the effectiveness of marketing collateral, companies need to create pieces suitable for online viewing. Traditionally, businesses have taken materials designed for print and simply posted those items on Web sites. As a result, customers wanting to view electronic documents had to resize the pages to fit into their browsers and scroll from one side of a page to another. “The best scenario for customers is for companies to deliver materials that fit and display properly within standard browsers on computer screens,” explains Bob Connolly, president of BC Pictures.

Improve customer access to engaging, interactive collateral

Customer expectations for fast, reliable information and services are higher than ever, placing new demands on businesses to find better ways to reach customers with quality marketing materials. For example, potential car buyers or people planning a vacation frequently do extensive up-front online research before calling a car dealership or travel company. By delivering compelling, engaging marketing materials via the Web, companies can gain the attention—and potential business—of customers in the early stages of purchasing decisions.

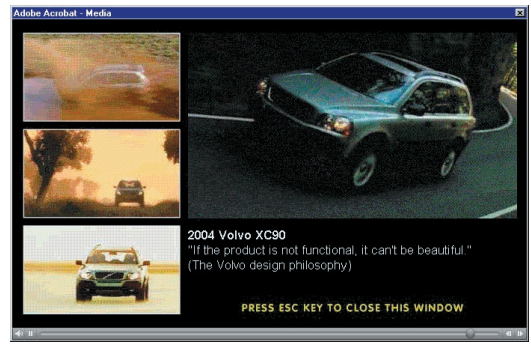
Reduce costs

Delivering promotional videos or full-color collateral pieces to customers is a necessary, albeit costly, proposition for many businesses. Printing and distribution costs for items that customers often use for only a few minutes are extremely high. “A much better option is to give customers online access to interactive, quality materials on demand, and avoid many of the costs of producing videotapes and glossy collateral pieces,” says Connolly. In addition, content created for electronic delivery can easily be repurposed for use in other marketing activities.

Success Strategy

Using Adobe design and page layout software with Adobe Acrobat 6.0 Professional software, BC Pictures is creating award-winning e-brochures for corporate clients worldwide. With Adobe InDesign software, a BC Pictures designer resizes the layout of client marketing brochures originally designed for printing and changes the pages from portrait to landscape format to improve online viewing of the documents. The revised files are then converted to Adobe PDF for further enhancing.

BC Pictures creates award-winning e-brochures for corporate clients worldwide. Print brochures are updated for electronic delivery and converted to Adobe PDF for further enhancing. The agency worked with Volvo to create e-brochures that offer an interactive tour of its new models. Customers can view cars inside and out, click components to get details, rotate images for different perspectives, see the cars in motion, and listen to narration.



"Acrobat 6.0 Professional software lets us combine every design element—text, graphics, video, and sound—into interactive e-brochures. It's exciting because customers have quick, round-the-clock access to a company's most compelling marketing materials."

Bob Connolly,
President,
BC Pictures

Acrobat 6.0 Professional software's support for Flash files, virtual reality video, and QuickTime video enables BC Pictures to develop dynamic, interactive e-brochures with a variety of multi-media content. For example, the agency worked with a major automobile manufacturer to create e-brochures in Adobe PDF that offer an interactive tour of the new car models. After downloading the e-brochures from the Web, customers can view the cars inside and out, click components for more detail, rotate images to get different perspectives, see a video of the cars in motion, and listen to narration. Each brochure page appears onscreen in its entirety; customers can click arrows to go to the next page.

"Acrobat 6.0 Professional software lets us combine every design element—text, graphics, video, and sound—into interactive e-brochures," says Connolly. "It's exciting because now customers have quick, round-the-clock access to a company's most compelling marketing materials."

Business Benefits

- Provides customers with 24-hour online access to interactive, quality product collateral in Adobe PDF
- Engages customers with compelling product materials earlier in a sales cycle
- Reduces marketing costs by minimizing reliance on expensive printed documents and videos
- Leverages investments in corporate Web sites and collateral designs by tailoring product information to online delivery

At their convenience, customers of BC Pictures' clients can easily download and view the same quality product materials previously available to them only at a company location, such as a car dealership or travel agency. "The advantages of customer self-service are evident," explains Connolly. "By delivering dynamic materials online in Adobe PDF, companies can lower their costs and reach more customers. Moreover, customers can access information anytime they want it."

The ubiquity of the Reader® software helps ensure that customers can view materials easily without purchasing proprietary software. In addition, the platform- and application-independent Adobe PDF files retain the exact look of a company's original design and control the integrity of content in every piece.

"E-brochures in Adobe PDF raise the standard for customer service," says Connolly. "People can download collateral and view fully interactive materials at their leisure. Everything customers initially need is available to them instantly."

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