

ADVERTISING IS not DEAD

Of course it is (not).

But imagine how much better it would be if the vaunted promises of the digital age could actually be delivered. If online video campaigns could really be personalized and precisely targeted and made to work in hard commercial terms. Imagine if consumers, instead of seeing a standardized ad for all, could create their own highly engaging and relevant brand film in 2 seconds flat — a kind of “instant ad” for me?

And what if they could then post their ad to their buddies online, or place it in their favorite social networking environments?

Making your customer feel like an instant creative genius is a pretty cool way to build a relationship, and sell more product. Allowing them to share their creativity peer to peer is a priceless form of media multiplier and adds a whole new dimension to consumers’ involvement.

We won’t bore you with the details of our unique technology, as technology is only useful for the benefits it delivers.

What Real Time Content’s adaptive video technology does, however, is significantly increase attention, emotional engagement, conversion, sales and ROI. And, it empowers consumers to get closer to the brands they love. These are strong measures for any brand owner in a weak economy, and they add value to any campaign.

And in addition to those benefits comes ease of use, the ability to exploit existing video assets, active targeting intelligence, and a profiling system based on what consumers actually want. That gives you a proposition that combines the value of search with the emotional engagement of video. All in 2 seconds flat. About the time it takes to say “think different.”

Real Time Content does not represent incremental change, nor does it represent the end of advertising. It is merely a new beginning.



REAL TIME CONTENT
Revolutionizing Advertising Online