

## DoubleClick Studio Certification sees digital animation and development agency Fancy Pants reach new heights in efficiency



### About Fancy Pants

- [www.fancypantsgroup.com](http://www.fancypantsgroup.com)
- Established in 2006
- Based in New York

### Goal

- Increase efficiency and quality to win clients

### Results

- Reduction in QA rejections
- More controllable project cycle

Fancy Pants is a digital animation and development company that works with a host of outstanding creative advertising agencies and Fortune 500 brands. Alongside its strong partnerships with major ad agencies such as mcgarrybowen and DDB, Saatchi & Saatchi Los Angeles and Leo Burnett, Fancy Pants' clients include Coca-Cola, Ralph Lauren and Disney. The agency specialises in Flash and HTML5 development, and its capabilities include websites, responsive design, display ads, and mobile apps and games.

*"Since certification, we save a lot of time on the quality check and get a more controllable project cycle. It reduces the QA rejections obviously. From our QA team, we are so thankful."*

*—Tallulah Yang, Fancy Pants*

### The need for quality and speed

"We focus our knowledge and creativity into developing high quality interactive experiences," explains Fancy Pants' Tallulah Yang. "Our core values include delivering the highest quality of work to our clients, while maintaining dedication to speed and transparency." In light of these distinctive attributes, Tallulah says it made perfect sense for the agency to pursue certification in the use of DoubleClick Studio. "We mainly want to win clients through more efficiency and better quality."

### About Studio Certification

Studio Certification distinguishes developers as highly skilled in creating innovative, inventive and performance-driven Rich Media ads. There are three types of certification:

#### • Core Studio Certification for Flash and HTML5 developers

A qualification that demonstrates a user's knowledge and skills to build high quality Rich Media ads within DoubleClick Studio that function as intended when displayed by the DoubleClick ad server.

#### • QA Certification

A qualification that demonstrates a user's knowledge and skills to determine the quality assurance of a Rich Media ad built within DoubleClick Studio.

#### • Badges Certification

A qualification that demonstrates a user's knowledge and skills in a specific field in addition to Core Studio Certification.

### Smooth moves with certification

Driven by this desire to increase creative quality and production speed, Fancy Pants became certified and started noticing immediate results. First, there's been a dramatic reduction in QA rejections. The quality check now takes significantly less time than before, which means the entire project cycle is more controllable. Ongoing support through interactive materials also contributes to enhanced creativity and efficiency. "I like the help documentation and the showcase gallery," Tallulah says. "The centre provides us technical and creative guidance – very clear and helpful." As a way of promoting the agency, the Fancy Pants logo is now included in the Rich Media Gallery too, driving further awareness of the company's services.