When Creative Ocean's Tom Miller became certified in DoubleClick Studio and also in Flash, he found quality improved and new business grew

CREATIVE OCEAN

About Creative Ocean
- www.creativeocean.com
- Omaha, Nebraska, US
- Two employees

Goals
- Work fast but without neglecting the details
- Get plenty of information into creatives without exceeding size limit
- Build relationships with clients, enjoy repeat business

Results
- Fewer QA bounces, and quicker to resolve those that do happen
- Expertise within DoubleClick Studio, "the standard for Rich Media platforms"
- Customers attracted by the Certification and advertising in the Rich Media Gallery

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.

Creative Ocean is an online advertising production shop made up of two former freelancers, who are prolific creators of ads for larger agencies who might lack the technical expertise or ability required to create their own.

Tom describes his business as niche, as it is a small company that can focus on knowing its product inside and out, allowing the team to truly understand the technologies and limitations with any creative or creative format. This allows them to offer a very tailored, personal level of service when creating an ad, and suit the needs of the client exactly. As a result he enjoys a lot of repeat business, and staying keenly aware and at the forefront of all available ad creation knowledge is crucial to the success of his company.

Keeping ahead of the competition
With such a focus on Rich Media, Tom maintained his competitive advantage by becoming certified in DoubleClick Studio and Adobe Flash, proving his expertise to potential clients and guaranteeing a high standard of professional output from his company. Priding himself on both speed and attention to detail, as well as squeezing a great deal of information into the size limit on each creative, a familiarity with the software and platform made his job that much easier. Despite being an experienced Studio user, Tom wanted to make sure that he was up to speed with all that Studio had to offer in his field and certification provided that assurance.

> *"I had a company approach me because my logo and name were seen on the list of Certified vendors on the Rich Media Gallery. They were my largest non-agency client so far."*
> *— Tom Miller, Founder and Owner of Creative Ocean*

Becoming increasingly successful
"The more time you spend building ads on a single platform, the more comfortable you feel with it," Tom says. Following the certification process, Creative Ocean currently experiences fewer bounces from QA, and even when there is a quality issue it's resolved quicker than ever. Tom believes the ease of working with the DoubleClick platform is the reason for this reduction in QA issues. As a Certified User, Tom has his name and company logo prominently displayed in the **Rich Media Gallery**, which has helped drive traffic and customers to his company.