

Auraline Engine

Integrating the Auraline Engine into your marketing campaign



Identifying your objectives:

Our creative and marketing staff meets with you to identify the objectives of your campaign and obtain an understanding of your products or services. The team brainstorms various ideas and rich-media strategies for realizing your goals.

Ideas and strategy:

Our creative director and producer offer you various ideas and strategies. These may include interactive games, greeting cards, contests, and rich-media e-invitations.

Developing storyboards:

We create and present storyboards, design comps, character designs, and written content for your approval.

Production:

We produce designs, animated characters, voice-over sessions, rich-media animation, and scripting to meet your needs. Regular meetings ensure an on-time and on-budget rollout.

Integrating technology:

Once your custom Auraline Engine is complete, a database is integrated and we incorporate our sophisticated detection system, which checks for browser versions, plug-ins, connectivity, and operating systems.

Pre-launch testing:

Now that the Auraline Engine is complete, we test it extensively to ensure your complete satisfaction.

Launch:

We bring the Auraline Engine online; immediately, data collection and real-time reporting become available. We use unique ID tags to track response rates and each visitor's specific activity.

Tracking:

All campaign results are available online 24/7.