

**THE COMPANY**

Qantas is widely regarded as the world's leading long distance airline and one of the strongest brands in Australia.

Founded in the Queensland outback in 1920, they have built a reputation for excellence in safety, operational reliability, engineering and customer service.

**THE CHALLENGE**

The client is one of the leading domestic and international airlines, based in Australia. Qantas had been working with M&C Saatchi and the Tourist Bureau's of New Zealand and New South Wales on a region specific online marketing campaign. M&C Saatchi had predesigned several micro-sites, which included a specific region for viewing video content. Qantas was having difficulty-embedding video to this specific region when using free online video platform players. Qantas needed an immediate solution in order to make the Go-Live deadline that was two weeks away.

Fordela Corporation was tasked to do content ingestion from multiple file types, create a branded embeddable player and provide video management functionality and delivery via a global content distribution network. Since Qantas was using content from multiple distributors, they needed a video management system that could, handle multiple formats, automate workflows, design custom players, schedule broadcast windows, capture user analytics and deliver high quality playback – globally.

**CREATING THE SOLUTION**

Fordela met with the Director of Online Marketing to clearly define an optimized workflow that would meet the requirements by deadline. Fordela's Cloud-Based Rich-Media Management System came designed with core functionality to manage media, users, access control, distribution and analytics. These browser-based online automated workflows enable Qantas Content Managers to upload, control and deliver content globally in a highly customizable solution.

Fordela's codec-agnostic architecture enabled Qantas to upload any video format; HD, PAL, NTSC, QuickTime, AVI or Window Media Video. Once files were ingested into the system, a chain of back-end automation workflows were triggered creating, screen shot thumbnails and proxy flash files for online review and immediate use.

The ability to build custom playlists was vital to the success of the Qantas micro-site media campaign. Fordela enabled Qantas Content Managers the ability to sort the order of the videos, set start dates and durations to accurately schedule broadcast windows of content. This enabled Qantas to schedule up to a year of video content and to alter it to suit to audience demand. Audience demand was captured through Fordela's Analytics engine. This improved Qantas Airlines with the ability to track the videos users watched, compare groups and playlist effectiveness to gather global intelligence on region specific audiences.



## CASE STUDY

### Qantas Airlines

The next step was to build an interactive embeddable player that would link the region specific group playlists to the micro-site and fit within the predefined video box. Fordela designed the custom player to utilize an interactive sidebar menu allowing viewers to skip directly to the video of their choice. Using the best Web 2.0 technologies, the Fordela platform automatically generated the embed code automating the process for Content Managers to embed players into future micro-sites. Qantas also utilized Fordela's Content Delivery Network to manage load-bearing weights on bandwidth to ensure content was streamed at the highest quality.

Finally, Fordela implemented a "Predictive Pricing" plan so Qantas could utilize the benefits of a Digital Asset Management system without the capital expenditure that is the custom of on-premise type installations. Utilizing the agility of Fordela's cloud-based software, Qantas could accurately estimate the monthly service fee, which could scale with their need.

#### MEASURING THE RESULT

Fordela delivered on all requirements set forth by Qantas within the ample time of the deadline. In the process Fordela had put in place an easy to use, secure, highly customizable and scalable digital asset management solution. Once the first micro-site had gone-live, Qantas was able to launch multiple micro-site without returning to development saving time and investment.

Price was very important to Qantas. Having spent a major portion of time working within the limitations of a free online video platform, Qantas realized the value of purchasing a completely customizable, scalable and easy to use digital asset management tool was essentials to saving money, time and effort well into the future.

The ability to utilize custom skins on the player helped maintain brand consistency and control. Adding pre and post roll advertisements improved viewer call-to-actions and increased sale conversions. Scheduled broadcast windows added further control for marketing campaigns during holidays and downtime.

Capturing user analytics was vital for Qantas to measure and quantify the effectiveness of the micro-site campaign. It also enabled Qantas to track where users were watching from, further providing the intelligence to roll out additional campaigns to target specific regions.

#### CLIENT REACTION

"Fordela delivered exceptional results and by using their digital asset management system we were able to solve the problems we encountered using free video sharing sites. We look forward to working with them on other projects in the future."

Dina Louie, Director of  
Online Marketing, Qantas,  
North America