

## Storyboards

### What is a Storyboard?

An AdQue Storyboard is a collection of images to be played. Some call these playlists or campaigns.

### What makes AdQue Storyboards Unique?

Other systems force you to build a storyboard by placing images in the order you wish to play. You must separate and organize the images individually.

With AdQue's *AdStudioExpress*, you create a storyboard using Categories and Topics. Instead of organizing hundreds of images one by one, you simply add the Topics or Categories for the images into a storyboard. Since the Topics and Categories act like place holders or bins, you are easily able to create a rotation.

### What are Categories and Topics?

In AdQue there are 4 main Categories:

- ◆ Products and Services
- ◆ Branding
- ◆ InfoQue (news, weather, sports, entertainment, etc.)
- ◆ Other

These Categories each have Topics, which subdivide the Category into specific groups.

- ◆ Products and Services has over 30 Topics ranging from ATM to Wealth Management
- ◆ Branding contains 5 Group Topics, which you can name
- ◆ InfoQue has Topics such as World News, Famous Quotes, and Business News
- ◆ Other is a Category for the miscellaneous items that just don't quite fit anywhere else. It contains the holiday images, and 4 Miscellaneous Topics you can name.

### Which images play in the Storyboard?

Images are categorized using the Media Browser, where you view images and set their Play Status.

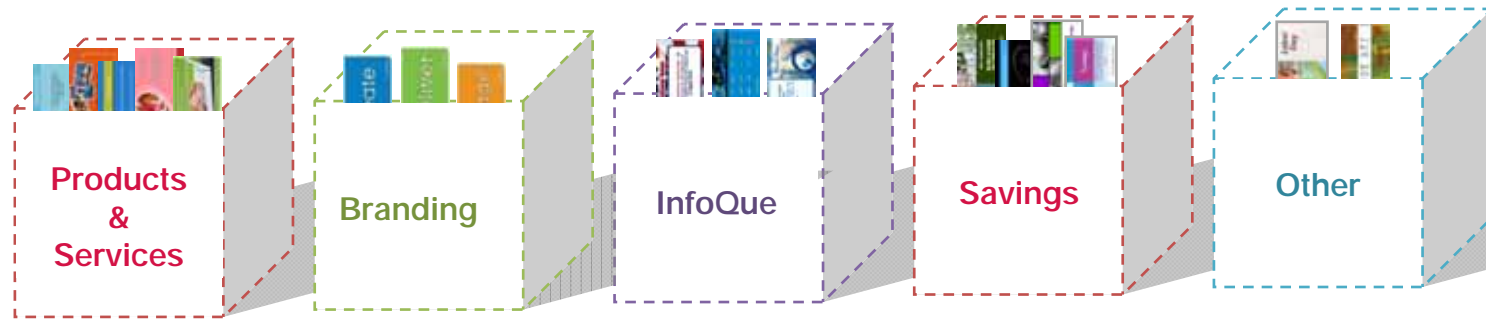
Images can be given one of 5 Play Statuses:

- ◆ Undecided – neutral, will not play unless status is changed
- ◆ Always Play – will play at all sites
- ◆ Never Play – will not play at any sites
- ◆ Play at Selected Sites – will only play at the chosen sites
- ◆ Play at Selected Heads – will only play on the chosen heads

Images will play if they have a Play Status of Always Play, Play at Selected Sites, or Play at Selected Heads, and a Category or Topic that has been placed in the storyboard.

Since the Categories and Topics act like place holders or bins, when the rotation of the Storyboard comes to each Topic or Category it plays the next available item in that "bin."

**Example Storyboard:**

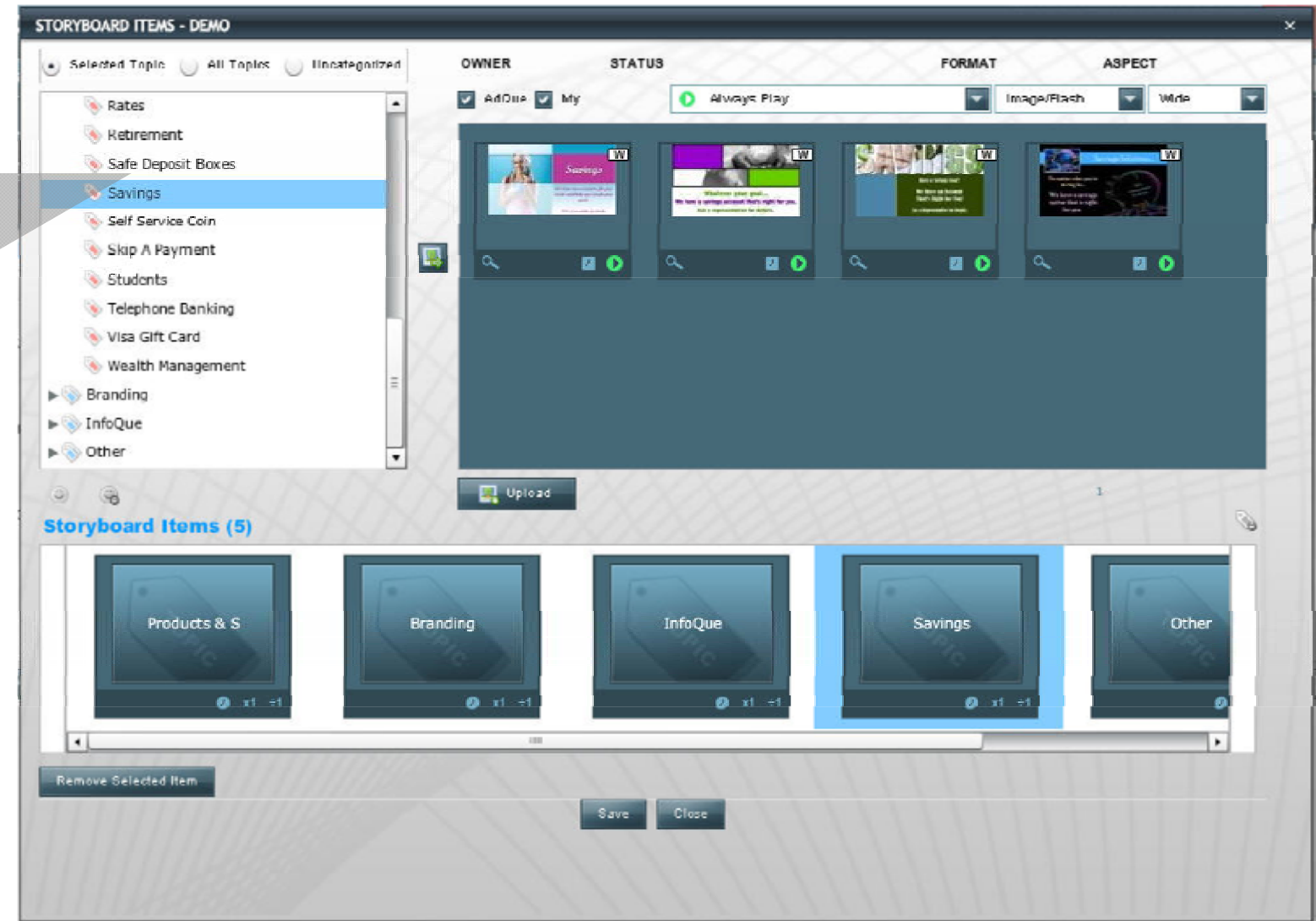
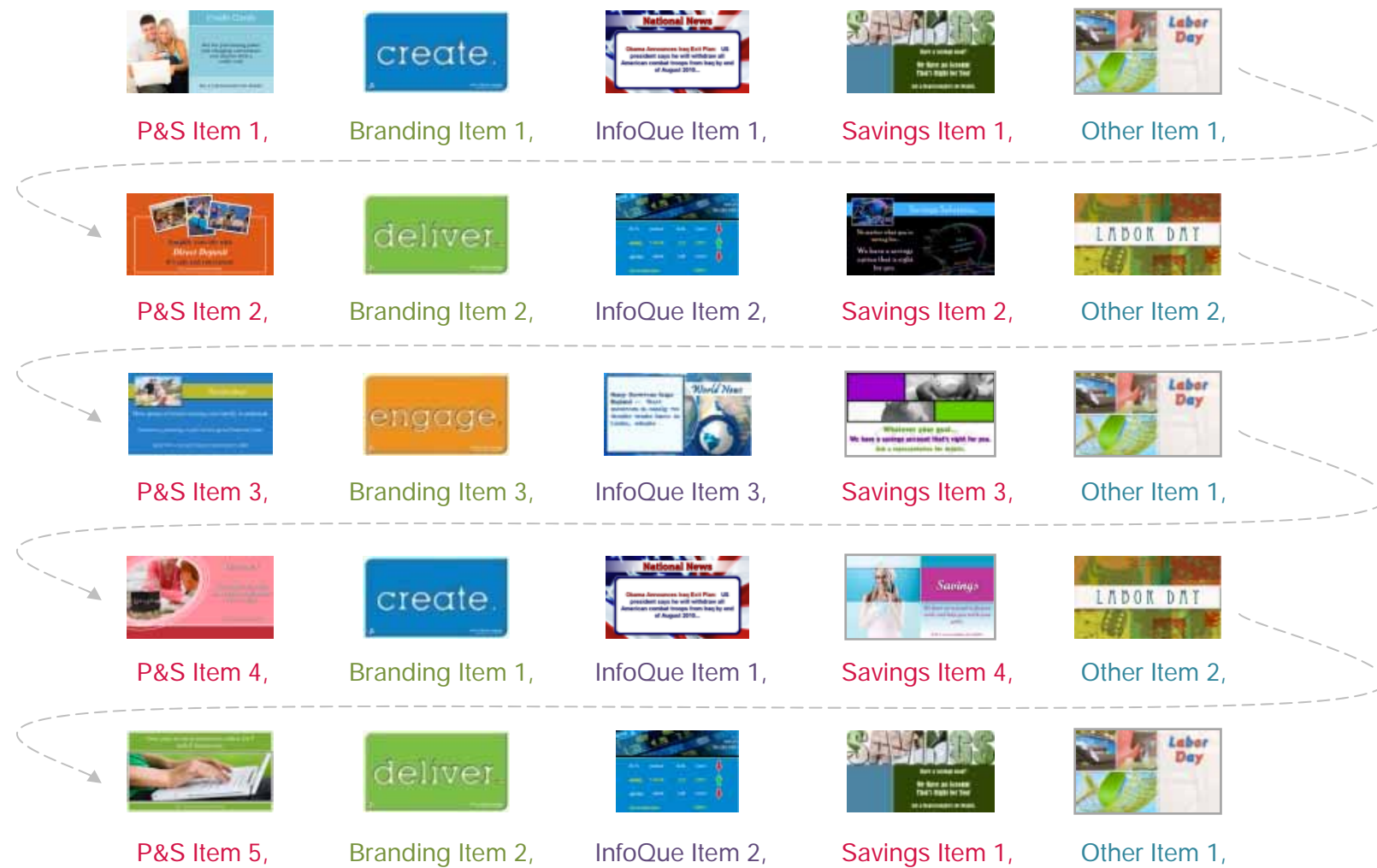


This is a simplified storyboard with all four Categories and the Topic Savings (from the Category Products & Services).

Adding the Savings Topic directly to the storyboard gives it more emphasis than the other Topics under Products and Services.

For example, you have 5 items in Products and Services, 3 in Branding, 3 in InfoQue, 4 in Savings and 2 in Other.

**How would this storyboard play?**



Notice that the storyboard will play thru until all items in every Topic have been played. Then it loops back to the start. Also, notice that it will play the next available item that has not been played for each Topic.

Using Categories and Topics allows you to create a rotation with interest and emphasis without significant work. Instead of ordering 25 different images individually, all you had to do was place the 4 Categories and 1 Topic in order and AdStudioExpress does the work for you. With hundreds of different images in a normal storyboard, you can see how Categories and Topics make everything much faster and easier.

and back to the start.

## How Dynamic Can Storyboards Be?

Storyboards can be simple like the example shown, or more complex with many Topics added.

Storyboards become even more dynamic when you create multiple storyboards to match the traffic patterns in a branch. Then instead of creating a single large storyboard with multiple emphasizes, you can create multiple smaller storyboards with individual emphasis and schedule them to play at the appropriate time.

## How can Storyboards be Scheduled?

An AdQue Storyboard can be scheduled in many ways:

- ◆ Default – plays unless there is an overriding schedule rule
- ◆ Specific Date – plays only on a specific date and time
  - example: November 25, 2009 – the day before Thanksgiving
- ◆ Date Range – plays only during the set range of dates and time
  - example: December 20, 2009 – December 24, 2009 – the week before Christmas
- ◆ Day of Week – plays on selected days and time
  - example: Friday from 4:00pm – 6:00pm—for late afternoon check cashers
- ◆ Month of Year – plays only on selected months and time
  - example: January, February, & March – winter storyboard
- ◆ Day of Week and Month of Year – plays only on selected combinations and times
  - example: Tuesdays & Thursdays in April, May, and June between 9:00 am and 11:00 am

As you can see we have a very comprehensive scheduling system. The best part is that it is very easy to use. At a minimum, you only have to have the Default scheduled for each location. Additional storyboard schedule rules may be added as you need them.

## How are Changes to a Storyboard Made?

Now that you have a Storyboard and Schedule set up it is easy to make changes. Since, we use Categories and Topics as place holders, all you have to do is approve or unapprove images (change their Play Status) in the Media Browser and the changes will take effect in your storyboard. The images you unapproved will stop playing, and the new images you approve will play in the appropriate place in the storyboard based on their Category or Topic. A new storyboard only needs to be created if there is change in campaign or emphasis.

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