Magic Bullet extends its international profile through DoubleClick Studio Certification

Magic Bullet is a digital production agency that collaborates with advertising and interactive agencies to help in the technical implementation of digital concepts. The team works mainly in Flash and HTML5. Thanks to its efforts, Magic Bullet has received a Webby, the prestigious awards honouring excellence on the Internet.

> *"We want to make sure we're up to date and compatible with the industry standard."*
> —**Edwin Scholte, Technical Director, Magic Bullet**

About Magic Bullet
• Established in 2009
• Eight employees
• Based in Amsterdam

Goal
• Stay abreast of latest technology

Results
• Reduction in set up and development time
• Ability to collaborate internationally

On top of technology
Edwin Scholte, Magic Bullet's technical director, explains the agency's motivation to pursue DoubleClick Studio Certification. "Keeping up to date with the templates that exist mean we can offer value to our clients. We don't use DoubleClick that much; however during international campaigns a lot of others do, so we want to make sure we're up to date and compatible with the industry standard."

The Studio advantage
Two members of the eight-strong Magic Bullet team participated in accelerator days organised by DoubleClick and became certified users of DoubleClick Studio. The participants report these were very good and provided an excellent opportunity to refresh their knowledge. Following certification, they've seen a reduction in the time it takes to set up and develop creatives. Meanwhile, Magic Bullet's logo is now included in the Rich Media Gallery to drive further business from around the world to the company.

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.