

## Integrating creative and technical minds

Creative advertising agency strengthens internal collaboration and does more for clients in less time with Adobe® Creative Suite® 4 Master Collection.

As a creative advertising agency, the Kasatria Group, made up of Kasatria Technologies Sdn. Bhd, and Kasatria MSC Sdn. Bhd., spearheads the use of art and technology to improve clients' brand communications for unique, sustainable market appeal. Since its establishment in 2003, the company has worked with clients across industries such as government, food, banking, telecommunications, and entertainment to communicate their brand identities. Their memorable campaigns have engaged audiences through a mix of channels including interactive websites and kiosks, TV commercials, digital signage, and print ads.



Left: DiGi Touchscreen Application

*"I see Adobe CS4 tools as the de facto standard in the creative industry, as most things that need to be delivered creatively will almost always use Adobe products."*

Chan Kin Peng, Project Manager, Kasatria MSC Sdn Bhd

What's the secret to creating communication campaigns that stick? For Chan Kin Peng, project manager of Kasatria's creative division, the answer lies in a harmonious marriage of creativity and software engineering. The company, which he formed with telecommunications engineer Hiew Chee Choong in 2003, has thrived on this basis, executing wildly creative ideas in ways that draws the customer in, and putting the power of software development behind these ideas to create interactive experiences. "Our clients are always looking for newer and more exciting ways to tease their customers, and we help make them happen," said Chan.

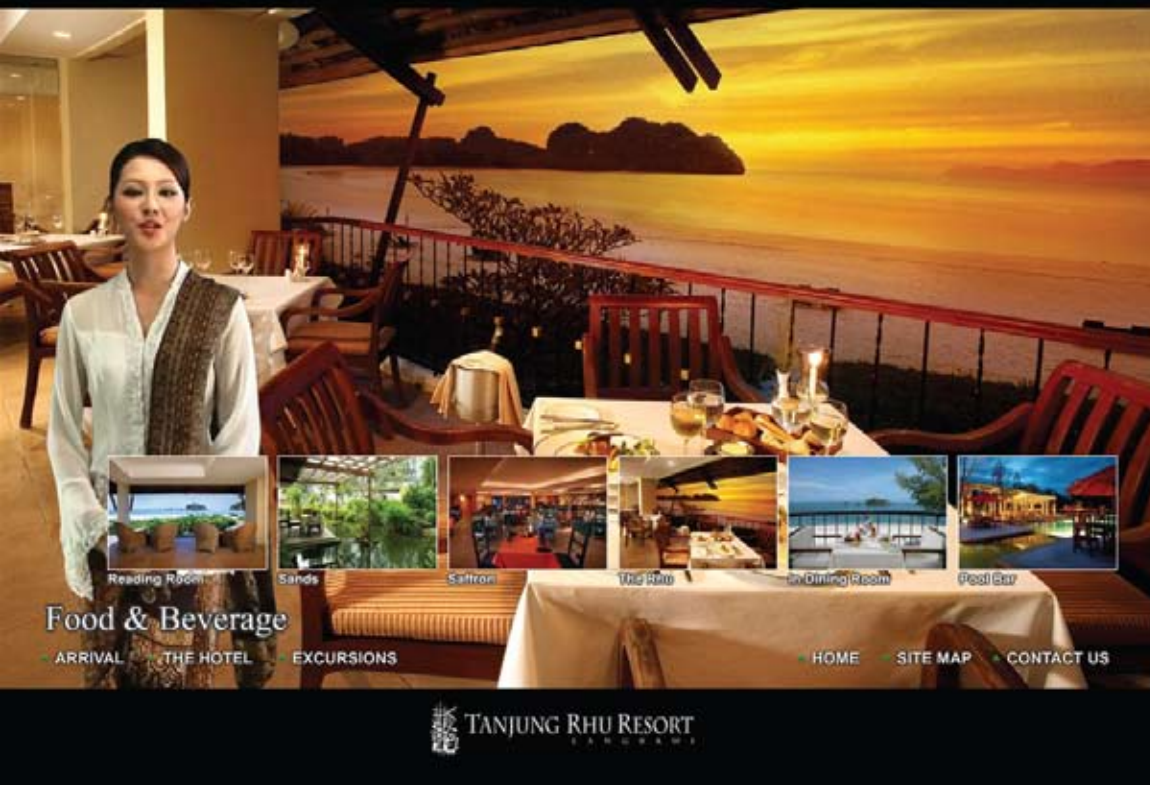
Kasatria's ability to deliver a rich interactive experience on behalf of its clients stems from the synergies between its creative and software development teams. The creative team builds up television commercials, as well as interactive and print content for clients, while the software development team develops rich Internet applications, location-based services, and customized software solutions.

#### Delivering creative advertising

"In the past, commercials through media such as television or print were only delivered in one direction from the advertiser to customers," Chan says. "In this interactive advertising age, it's important that our campaigns have that two-way interaction that allows customers to relate to the brand, and vice-versa. Kasatria's role is to enable advertisers to easily embrace this format."

According to Chan, Kasatria's unique blend of creative and technical expertise gives them the ability to conceptualize and deploy interactive content as well as manage the technical execution of launch campaigns efficiently. Since no major part of the creative and coding process is outsourced to external service providers, their clients benefit from a consistent creative vision, combined with fast development timelines.

Kasatria provides communications solutions from inception all the way to completion, bridging the gap between the creative and software development teams. "This is a tall order for any agency, since creative and software development teams have always used different technologies to do their work. However, we've been able to facilitate collaboration between teams leveraging on Adobe® Creative Suite® 4 (Adobe CS4)," said Chan. The Adobe technology platform has made it much easier for designers and developers to work together.



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Adobe CS4 was instrumental for the company when they developed a mobile phone support application for a local telecommunications provider in Malaysia. The application provided staff with a user-friendly interface to a central repository of all mobile phones that the telco supported. Through this interface, the service agents could identify and respond to service faults and access a list of best practices to address a particular issue. Now, the telecommunications provider has some 300 customer service agents accessing the repository daily. Kasatria also created an interactive kiosk for the same telco, using Adobe CS4. By placing this kiosk in a popular shopping mall in Kuala Lumpur, customers could browse through the telco’s various offerings via a touchscreen interface.

In another project for a resort hotel in Malaysia, Kasatria used Adobe CS4 to build an interactive sales kit that provided details on the resort’s location and facilities. This stand alone interactive presentation featured a ‘guided tour’ led by a woman playing the role of a resort staff.

As the user explored various sections of the sales kit, the woman would provide visual cues and narration, increasing the immersive nature of the product.

#### **An end-to-end workflow**

Kasatria’s designers were already familiar with the various tools that came with Adobe CS4 to aid the creative process, such as Adobe Photoshop® CS4 Extended, Illustrator® CS4 and Fireworks® CS4. With Adobe CS 4, designers were able to create and access their images and vector artwork easily as it moved along the production process. When changes to a source artwork were made, the changes could be quickly propagated along the chain. In addition, the highly integrated development platform allowed designers to work in a consistent environment, regardless of the tool they were using. “I see Adobe CS4 tools as the de facto standard in the creative industry, as most things that need to be delivered creatively will almost always use Adobe products,” Chan says.



Isolating actors with Adobe After Effects, ready for import to Flash

When it comes to deploying creatives across various mediums, Kasatria relies on Adobe InDesign® CS4 for print, Dreamweaver® CS4 for web development, and Flash® CS4 Professional to create the necessary animations and 3D motion. Flash CS4 works as part of the Adobe Flash Platform, an integrated set of technologies that allows Kasatria to create rich, interactive web applications that can run on a wide reach of browsers, operating systems, and devices. By creating their telco customer's mobile phone support application in Flash, the tool was immediately accessible to every user workstation in the customer service department.

To build actual programming code into the mobile phone support tool, Kasatria used Adobe® Flex®. Flex is a highly productive, free open source framework for building and maintaining expressive web applications that deploy consistently on all major browsers, desktops, and operating systems. Flex allows Kasatria's developers to add logic and back end integration to creative materials, resulting in applications that are easy to use and visually engaging. Using Adobe AIR™, they can also create desktop-based versions of these applications that don't require a browser to function. "Adobe AIR allowed our Flex application to run just like a regular program on the desktop. Our clients loved that feature," Chan said.

By building dynamic applications with Flex, Kasatria gives their customers a winning

combination of expressive, immersive content and database connectivity that enhances user productivity as well as overall user experience. "The main reason why many people find Flex appealing is that it allows software developers to focus more on the technical aspects of the application and leave special effects to the designers. Yet, there is no disconnect between them," Chan says. "With Flex, we have reduced the time to move content from the creative team to software development team from four hours under the previous manual system to about two hours now."

#### **Incorporating motion graphics and visual effects**

Film elements are another important feature to elevate the visual quality of Kasatria's applications. The sales kit that the company developed for a local resort hotel in Malaysia demonstrated how combining film elements into a Flash application helped to illustrate the full beauty of the resort's location and hospitality services. Created over eight weeks, the sales kit has since been used by the resort in various exhibitions worldwide to share the unforgettable experiences the resort has to offer.

During the storyboarding process, Kasatria used Photoshop and Fireworks to create mockups that outlined the various sections of the sales kit. As the sales kit went into production, Kasatria conducted on-location photo shoots as well as video shoots of actors against a green screen.

**Customer**  
**Kasatria Group**  
 Malaysia  
[www.kasatria.com](http://www.kasatria.com)

#### **Challenges**

- Create engaging, media rich applications with dynamic and interactive interface
- Strengthening collaboration between creative and software development teams
- Supporting end-to-end workflow
- Completing more tasks in less time

#### **Solution**

- Leveraged Adobe® Creative Suite® CS4 (Adobe CS4) as an integrated creative and software development platform
- Adobe® CS4 for advanced video cutting and editing
- Adobe® Flex® to build and maintain expressive web applications that deploy consistently on various environments

#### **Benefits**

- Increased level of automation and improved efficiency when creating new campaigns for their customers
- Higher levels of collaboration between the creative section and developers
- Time saving features enable faster development
- Speed time-to-market for rich, interactive web applications
- Able to design and deploy campaign on various media platforms

#### **Toolkit**

- Adobe® Creative Suite® 4 Master Collection. Components used include:
  - Adobe® After Effects® CS4
  - Adobe® Dreamweaver® CS4
  - Adobe® Flash® CS4 Professional
  - Adobe® Illustrator® CS4
  - Adobe® Premiere Pro® CS4
  - Adobe® Photoshop® CS4 Extended
- Adobe® Flex®
- Adobe® AIR™



Left: Visual storyboard created with Adobe Photoshop and Fireworks

*“We’re eagerly waiting for the next set of innovative tools from Adobe that will further improve our workflow, such as applications that allow us to create the user interface directly in Flash. As a key business resource, Adobe CS4 has definitely opened up new opportunities for us.”*

Chan Kin Peng, Project Manager, Kasatria MSC Sdn Bhd

In post production, Kasatria used Adobe® After Effects® to isolate the actors from the green backdrop with ease and export it directly into Flash. “The tools in Adobe CS4 make it easy for us to achieve great special effects in video, and incorporate them into our visuals,” Chan says. “After Effects was able to render the video elements we needed, and drop them right into the Flash development environment.”

“We also use Adobe® Premiere® Pro CS4 for projects that require video cuts and editing. However, we usually default to After Effects when we need post-production special effects. Both of these tools give us the best combination for non-linear video editing out there,” he added.

With the photos and raw footage complete, Kasatria commenced building the application and developing user-triggered events in Flash. For example, when a user clicked to view the dining attractions of the resort, an actor would walk into the scene and provide a

narration. “We were also able to add code that allowed users to fill in and submit bookings and enquiries directly in the sales kit, further improving its usability. The client liked the end result so much that there’s talk about creating a version for their Japanese market as well!” said Chan.

#### **Doing more in less time**

Kasatria’s production workflow has continuously improved over the years as they incorporated more and more Adobe tools. Adobe CS4 gives them the flexibility to choose the right tools for the job, safe in the knowledge that no part of the content is lost or irreversibly altered. The integration between Adobe applications has also allowed designers to try out animations in Flash and building websites in Dreamweaver. Conversely, software developers who primarily use Flex and Dreamweaver can try their hand at creative jobs using Photoshop, Illustrator, or Fireworks. Such cross-team activities have strengthened collaboration between both sides, and given each a deeper



Left: Using Adobe Flash to create events in the sales kit

understanding of the entire creative and development process.

Improved support for 3D elements has also been a boon to the company. In the past, Kasatria had to render 3D model elements in a separate program, and then export each frame to Portable Network Graphics (PNG) format before reanimating them in Flash. “This consumed an enormous amount of time, since 3D elements have to be exported frame by frame into Flash before the entire 3D model can be adjusted. Now, with improved 3D support in Flash, we can import an entire 3D model into Flash and animate it natively within its 3D space.”

Chan also notes that Adobe’s products are designed to work with workflow processes that adhere to best practices. While Kasatria already implemented such workflow processes before using Adobe, the increased level of automation and time-saving features has allowed them to develop as fast as they could conceptualize their projects. “We’re eagerly waiting for the next set of innovative tools from Adobe that will further improve our workflow, such as applications that allow us to create the user interface directly in Flash. As a key business resource, Adobe CS4 has definitely opened up new opportunities for us,” Chan concluded.



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