



Vice Prime Minister and Minister of Finance, Ehud Olmert, wonders at a dc4u.net project.



Mrs. Shari Arison, owner of Bank HaPoalim and other concerns, participating in a dc4u.net event.



Mr. Michael Strauss of the Strauss-Elite leading Israeli food concern, is excited about dc4u.net.



The dc4u.net system is suitable for all target populations.



dc4u.net creates a desire to communicate.



The dc4u.net system is an international language.

dc4u.net, a dynamic campaign for uniqueness

An innovative technology that allows millions of web surfers to participate on one network - in parallel and on-line - on the graphical design of an advertising banner which thus gives them an emotional connection with the advertising campaign. The results are outstanding: this new technology increases the banner's effectiveness by thousands of percent!

The **dc4u.net** technology is an original Israeli advertising technology, new to the world of internet, now being presented on the web site, <http://www.dc4u.net/>.

This new technology is intended to provide a unique dimension to banners used to promote an advertising campaign on internet sites. The unique element is inviting the web surfer to the site where the banner appears, in order to participate in its design - on-line!

Using a paintbrush that appears within the banner, the surfer can add his own design element to the banner and thus make his personal mark on it. The final drawing is determined, nevertheless, in advance according to the advertising concept set by the customer's creative team. (This involves the ultra-modern realization of the old saying - "Everything is anticipated, yet you have free choice").

A special technology allows an infinite number of surfers to make their creative contribution in parallel - where the individual's own contribution is open and transparent to all the others, on-line, on all sites where the banner is advertised.

dc4u.net - a startup with a human face

The **dc4u.net** technology upgrades the site that makes use of this technology in two complementary ways:

a. More effective advertising for a site using a more attractive banner

Positioning the banner using a technical and/or creative procedure through the dynamic **dc4u.net™** method, increases the motivation of the surfer to click on your banner, as compared with ordinary banners whose positioning is constructed like a placard. Being like a placard demands a high price: the clicking rate stands at 0.03% only, in other words only three (!) surfers out of 10,000 are tempted to click!

b. Building an emotional connection between the surfer and your home page

When surfers become participants in your site through their creativity and thanks to the **dc4u.net** method, it is quite natural that they become connected to it emotionally. After having made their personal mark on it, thanks to their participation in the banner's design, they will consider it as being their site, and there can be no greater achievement than this from the advertising aspect.

A few words about the dc4u.net technology

The innovative **dc4u.net™** advertising technology is an incredible leap in the field of internet advertising, compared with the old generation advertising methods customary on the internet. The addition of an elegant interface connects your banner on several portals together while creating transparency between the various surfers at the time of creating it on-line. Instead of using the placard system that an ordinary man is exposed to about 7,000 times every day (the quantity of advertising messages a person is exposed to on an ordinary day), **dc4u.net™** opens before you the possibility of allowing millions of surfers to participate in one unique dynamic creation which serves your advertising campaign.

dc4u.net - A marketing philosophy for the internet

Why do large companies and corporations need the dc4u.net advertising method?

The social conscience of large corporations forces them to allow ordinary people to participate in their business and to offer a cultural contribution to society. The **dc4u.net** method uses the participation of web surfers in a company's advertising campaign, where the message is not just the marketing message but also a social-cultural value message.

Why is the creativity of dc4u.net™ preferable to the old design techniques?

With **dc4u.net**, you invite millions of people to take part in one joint on-line creation. The combined vision of such a large number of people is always preferable, from the advertising and marketing aspect, over the creation of one single genius, who can, quite often, lead to utter failure.

Why does your site need dc4u.net™?

Because you cannot miss the opportunity of enriching your site with a technology that is not only very innovative, but also extremely efficient from the advertising aspect. It is more effective by thousands of percent (see below - **What do the statistics say?**) over the old technologies currently used on the internet.



Close up of a joint creation at the NRB conference in the United States.



The dc4u.net system can combine the world of internet with conferences and exhibitions.



dc4u.net that was prepared for HP Inc.



dc4u.net is a product with an artistic value even after the event, that may be a hung on walls.



dc4u.net is a marketing-social-cultural process.

What is dc4u.net?

A dynamic campaign for uniqueness? This is an advertising application of the belief we hold that every person has his own individuality - which must be integrated within the totality - and that is better executed through a dynamic process.

What do the statistics say about dc4u.net?

The efficiency of the **dc4u.net™** technology was proved in an experiment undertaken for HP where the percentage of entries was examined for a site using this technology, compared with the percentage of entries through an ordinary placard type banner. In the test conducted using a sample of 1,281 surfers, the percentage of those entering the site was 6.65% (!) for a banner designed using the **dc4u.net™** technology, where the percentage of site entries using ordinary banners on the internet is only 0.03%! The **dc4u.net** technology therefore increases the efficiency of the banner, and with it the effectiveness of the advertising campaign, by some 22,166%!

What is good for Israel's Foreign Ministry must also be good for you!

The Communications and Information Division of Israel's Foreign Ministry that is responsible for operating the State of Israel's official information web site: <http://www.mfa.gov.il/mfa>, started a special internet campaign based on the **dc4u.net™** technology. Within the scope of this campaign, all internet surfers visiting the sites of the ministry and its representatives (involving some 80 sites and more than 7 million surfers every year) were invited to participate in creating a unique new year's greeting by clicking on the banner and adding their own dove of peace on the banner, a dove that also automatically carries the flag of the surfer's home country. At the end of its creation, the new year's greeting will contain thousands of white doves over which appear many flags of the world. "The greeting that the surfers created", says Amir Sagi, head of the Internet Division of Israel's Foreign Ministry, "will be kept and will constitute a unique internet creation with a message expressing hope for world peace".

Is it possible to use a dynamic campaign also for live events?

Yes. To date, we have arranged a dynamic campaign in a live format for government ministries, companies and individuals such as: the Prime Minister's Office, Bank HaPoalim, an automobile exhibition, the American journalism exhibition - NRB, a business conference, for a real estate conference, for companies such as HP, the opening of Lampal's offices, an advertising conference, the Zara fashion presentation, product launchings, at shopping centers, for personal occasions...

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