

Ornico streamlines ads

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Ornico Media is known for providing high quality media information. Along with a host of other media and brand related products, it now offers a complete digital media information solution for both agencies and clients.

Digital Stream is a media-asset management tool which agencies and clients operate from their own premises as a high-quality digital library of commercials and media information.

Advertising material can now be stored in a central easy-to-access database, making future reference of commercials as easy as entering a keyword, date range or flighting code.

By having a central storage area, all data can be archived for easy retrieval, allowing a comprehensive archive to be built. Ornico Media currently converts all advertising material into digital format, which is then archived along with any other relevant files. For instance, a new commercial can be stored along with its approved scripts, quotes, and storyboards. Users may also enter relevant information or keywords which they would like to be associated with the commercial. Everything to do with a particular commercial or ad is therefore bundled together for easy access in the future.

Competitor ads are automatically loaded into Digital Stream, and can be pulled into a playlist, which may then be shared, or saved for future brand and competitive reviews.

System access may also be restricted, allowing clients to assign different user rights and profiles should they be needed.

Digital Stream was recently commissioned by the Loeries jury committee for radio and television entries. The tool enabled the jury to view entries through one system rather than on individual VHS and Audio tapes, thus streamlining the judging process.

" Ornico celebrates win at the Global AMEC Awards 2023 " 29 Nov 2023

" Ornico launches the 2nd annual edition of the SA PR Measurement Landscape Report " 28 Nov 2023

" Ornico launch webinar: 2nd annual edition of the SA PR Landscape Report " 16 Nov 2023

" Calling all communicators: Participate in the 2nd Annual SA PR Measurement Landscape Report Survey " 12 Oct 2023

" TikTok shakes up SA social media 'Big Five' " 3 Jul 2023

Ornico



Ornico provides brand, media and reputational intelligence and research to provide an independent view of brand performance. Gain the competitive edge by making strategic marketing and communications decisions to outsmart the competition.

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