

**MICHIGAN STATE**  
**UNIVERSITY**

# Beta Presentation

## Agent Multimedia Ad Builder

### The Capstone Experience

Team Auto-Owners Insurance

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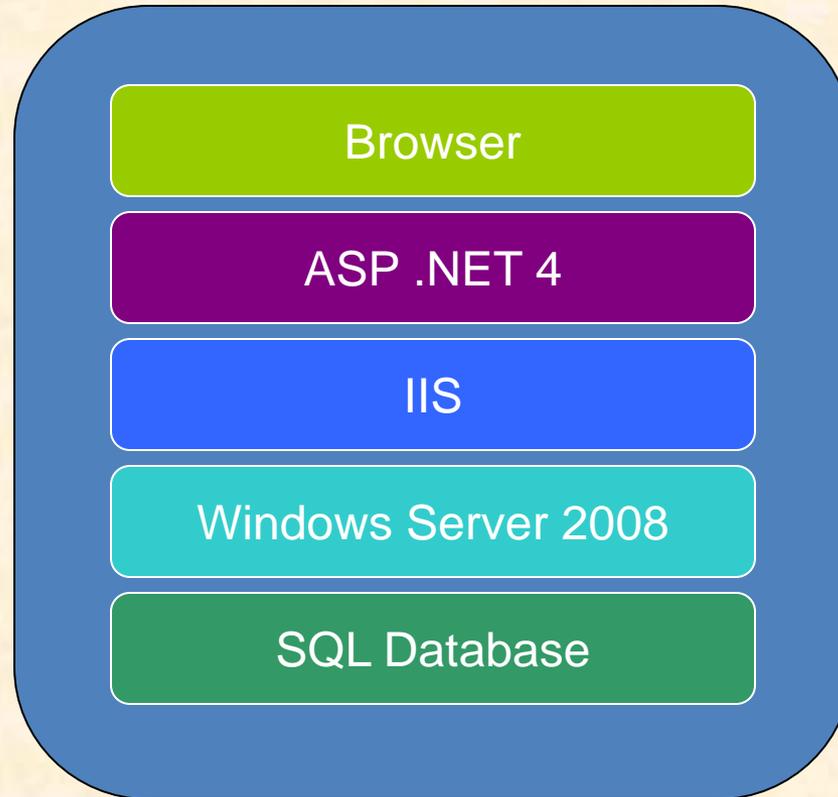
*From Students...  
...to Professionals*

# Project Overview

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- Agent Multimedia Ad Builder
- User created profile
- Auto generated ads
  - Print
  - Video
  - Audio
- Custom print ads
- Finished ads submitted to vendor via a generated e-mail
- Admin Reports

# System Architecture



# Custom Print Ads

## Customize a Print Ad

Photo:



Headline:

- Protecting your investment . . .
- Safe. Sound. Secure.® Insurance . . .
- Protect what matters . . .
- Create your own (4 word max):

Copy:

- We were there when you first decided to follow your passion. Today, we're still here keeping all you have built Safe. Sound. Secure®.
- Call or visit us today to find out if you are eligible for discounts from Auto-Owners Insurance!
- Find out how you can save by insuring your home and auto with Auto-Owners Insurance!
- Create your own copy (up to 4 lines):

Generate PDF

Save as...

Save ad

Load saved ad:

Name

my ad

Load

Delete

flower custom 3

Load

Delete



# E-mail Form

**Auto-Owners Insurance** Home | Customer Center | Career Center | Medi

Our Products Find an Agency Corporate Information Customer Claims search

MEDIA CENTER HOME  
EDIT MY PROFILE  
RADIO  
TELEVISION  
PRINT MEDIA  
LOGOUT

EMAIL

My Email: izzo@msu.edu  
Email To: dyksen@cse.msu.edu  
Body: You're the man Dyksen!

Send

OUR PRODUCTS | FIND AN AGENCY | CORPORATE INFORMATION | CUSTOMER CLAIMS | CONTACT US  
Auto-Owners Insurance. Copyright 2007 All Rights Reserved. [terms of use](#)

My Email: izzo@msu.edu  
Email To: dyksen@cse.msu.edu  
Body: You're the man Dyksen!

Send

# Admin Report

*Auto-Owners Insurance* [Home](#) | [Customer Center](#) | [Career Center](#) | [Media Center](#)

[Our Products](#) | [Find an Agency](#) | [Corporate Information](#) | [Customer Claims](#) | search  [Go!](#)

[SITE ADMINISTRATION](#)  
[UPLOAD RADIO](#)  
[UPLOAD TELEVISION](#)  
[UPLOAD PRINT MEDIA](#)  
[APPROVE/REJECT ADS](#)  
[REPORTING](#)  
[LOGOUT](#)

## Reporting

Number of Advertisements Submitted

Agent	Week	Month	6 Months
Spartan Insurance	9	16	16

Number of Advertisements Approved

Agent	Week	Month	6 Months
Spartan Insurance	0	4	4

# Admin Approvals

*Auto-Owners Insurance* Home | Customer Center | Career Center | Media Center

Our Products Find an Agency Corporate Information Customer Claims search  GO

SITE ADMINISTRATION  
UPLOAD RADIO  
UPLOAD TELEVISION  
UPLOAD PRINT MEDIA  
APPROVE/REJECT ADS  
LOGOUT

## Approve/Reject

Agent ID	Agent Email	Ad Type	Preview the Ad		
12345678	cse.teamautoowners.gmail.com	radio	<a href="#">Preview</a>	Approve	Reject
12345678	ScottLake@SpartanIns.com	print	<a href="#">Preview</a>	Approve	Reject
12345678	cse.teamautoowners.gmail.com	tv	<a href="#">Preview</a>	Approve	Reject



Agent ID	Agent Email	Ad Type	Preview the Ad		
12345678	cse.teamautoowners.gmail.com	radio	<a href="#">Preview</a>	Approve	Reject
12345678	ScottLake@SpartanIns.com	print	<a href="#">Preview</a>	Approve	Reject
12345678	cse.teamautoowners.gmail.com	tv	<a href="#">Preview</a>	Approve	Reject

OUR PRODUCTS | FIND AN AGENCY | CORPORATE INFORMATION | CUSTOMER CLAIMS | CONTACT US  
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# What's left to do?

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- Previewing Custom Print Ads
- Improve User Interface
- Small Bug Fixes
- User Guides
- Project Video