
AOL PRESENTS PROJECT DEVIL AT NEW YORK ADVERTISING WEEK



In New York at Advertising Week, [America Online](#) presented [Project Devil](#), a new advertising platform. The platform is intended to optimize everything about online advertising which has not been living up to what some had hoped. AOL's global advertising and strategy president Jeff Levick explained the reason behind Project Devil, "Technology can only go so far--it can't auto optimize the creative process--and a more beautiful Web means it's a much more engaged Web." The promise of Project Devil is that it will improve the user's interaction with online advertisements by making them more visually pleasing and easier to use. AOL worked alongside [General Mills](#), [Lexus](#), [Macy's](#), [Procter & Gamble](#), [Sprint](#), [Unilever](#), and others to create Project Devil which went live Tuesday, September 28th on [StyleList.com](#) and [MoviePhone.com](#). "Advertising hasn't fulfilled its promise online," Levick says, "Brand is critical to our growth plan, and to be successful we had to reinvent what advertisers can deliver." The new platform will present itself as a single, large panel which can be split into three which can be customized to the advertiser's demands. These panels can be used for different interactive features such as video, text messaging, and polls. "Devil is not just an ad unit," says AOL, "it's a rethinking of the web."

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