

Roaring

We're experts in explaining

IVAR IKS CASE STUDY

About

I·V·A·R

A company that constructs municipal facilities for water, wastewater, and general waste. IVAR operates in Finnøy, Gjesdal, Hå, Klepp, Kvitsøy, Randaberg, Rennesøy, Sandnes, Sola, Stavanger, Hjelmeland and Time with a total population of approx. 320 000.

The production of biogas is a complicated process that requires a lot of competence in such fields as environmental and waste management, biochemistry, sustainable development, etc.

In March 2017 IVAR was building a new facility in Grødeland (Hå municipality) and wanted to explain a complex idea of how biogas is made and why this project was so important.

The requirement for the scribe video was that it had to be simple enough so that a 15-year-old would be able to understand the complex process of producing biogas. Basically, anyone without specific scientific knowledge should be able to understand the principles of biogas production.

Problem

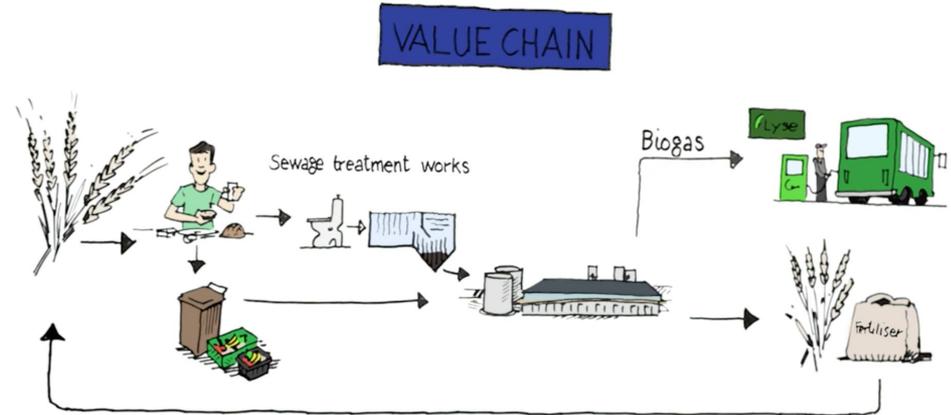
Inform & educate

Solution

The scribe video would have a wide target audience – it would be shown to scientists and scholars, engineers and project managers, IVAR employees and, of course, the general public.

The main task for the team was to explain complex information about biogas production process without oversimplifying the content.

It was crucial that the target audience understands the value chain in the biogas production and how everyone is a part of it.

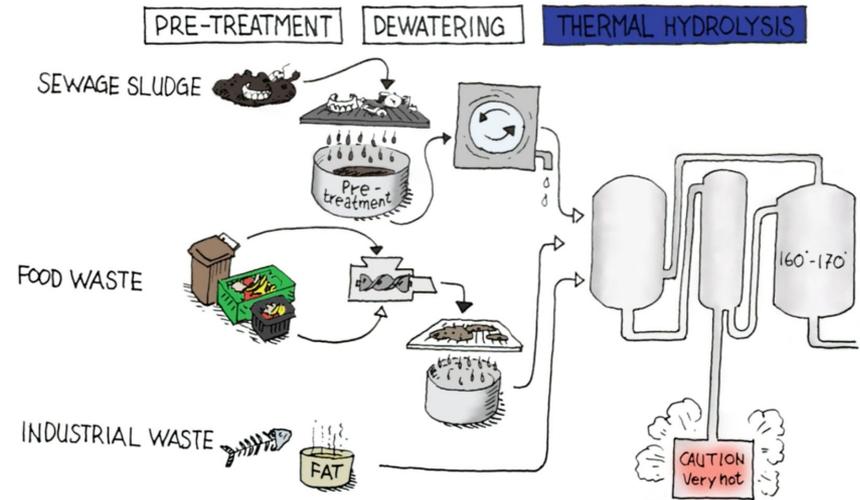


Stages

It was important to demonstrate the full production cycle of biogas. In order to achieve the desired objective, we divided the production process into several stages.

Certainly, with the information provided about the process of producing biogas, we could have easily made a number of lengthy documentaries. However, we needed to make a 4-minute video that is comprehensive and engaging, a video that would be easy to follow.

After watching it you should have a clear understanding and basic competence in biogas production, with enough details to hold a solid conversation on the topic.



Challenges

There were a few challenges in explaining this complex idea.

One of the issues was the number of scientific terms in the video. Similar to the biogas process, we dewater the information in order to select the most essential terms.

As a result, there is little text in the drawings, basically only the terminology necessary to understand the concepts and principles of biogas production.





Voiceover

Special attention was given to the voice over in the process of explaining this complex information.

The narrator has a calm and natural tone, which ensures that the content can easily be perceived without frightening the audience with heavy terminology and perplexing concepts.

The narrator had a local dialect to make sure that the video would appeal to the target audience.

For IVAR, we managed to convey a serious subject in an understandable, engaging and fun way.

All in all, by means of information simplification, illustrations, and voiceover, the scribe video gained a natural flow and met the expectations of IVAR IKS.



Result

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OSLO

Tordenskiolds gate 3

0160 Oslo

oslo@zoaring.com

STAVANGER

Kvitsøygata 15

4014 Stavanger

stavanger@zoaring.com

www.zoaring.com