

*Roaring*

We're experts in explaining

VINCE XL CASE STUDY

The logo for Vince, featuring the word "vince" in a lowercase, sans-serif font. The letters are dark grey and have a slightly rounded, friendly appearance. The 'v' and 'i' are connected, and the 'e' has a small tail that loops back towards the 'c'.

Vince is a strong player on the M3 market with competence in M3 consulting, usability and architecture.

The company was founded in 2010 by former senior consultants and developers, who have been working with M3 for decades.

Vince's main aim is to transfer their business knowledge into value for their M3 customers by add-on products and services.

One of their main products is Vince Excel, a software used in sales, supply chain and accounting to handle and maintain all the relevant data in one Excel sheet on top of an ERP.

The software allows you to import the data from ERP, edit in Excel and export the edits straight to the point.

- ❏ Complicated data-related subject
- ❏ Topic containing many technical terms

# Problem

Difficult topic

# Solution

Explanatory scribe video

This scribe would be used for sales presentations, on the web, as part of a social media campaign.

The main objective was to produce a scribe that would be good to use as a sales pitch:

- ☐ Understandable
- ☐ Intriguing
- ☐ Convincing

The pre-production process started with a creative meeting, where the creative team was briefed on the topic and given an information overload.

# Pre-production

Creating meeting

# Production

## Process

After the creative meeting, the project leader got to work:

- ☐ Three rounds of storyboards
- ☐ Choosing the right illustrator
- ☐ Selecting voiceover and music

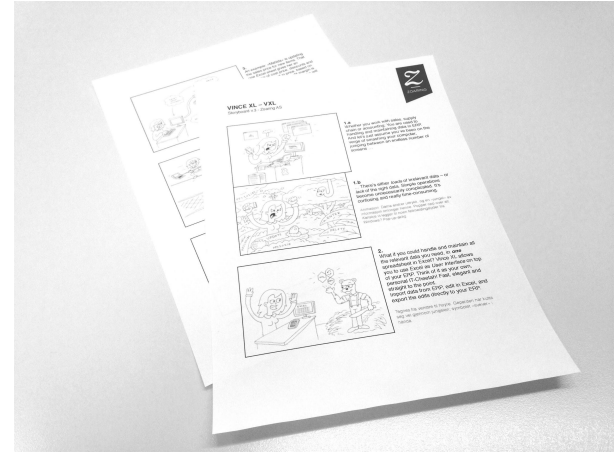
The main objective was to find the right balance between too much and too little information.

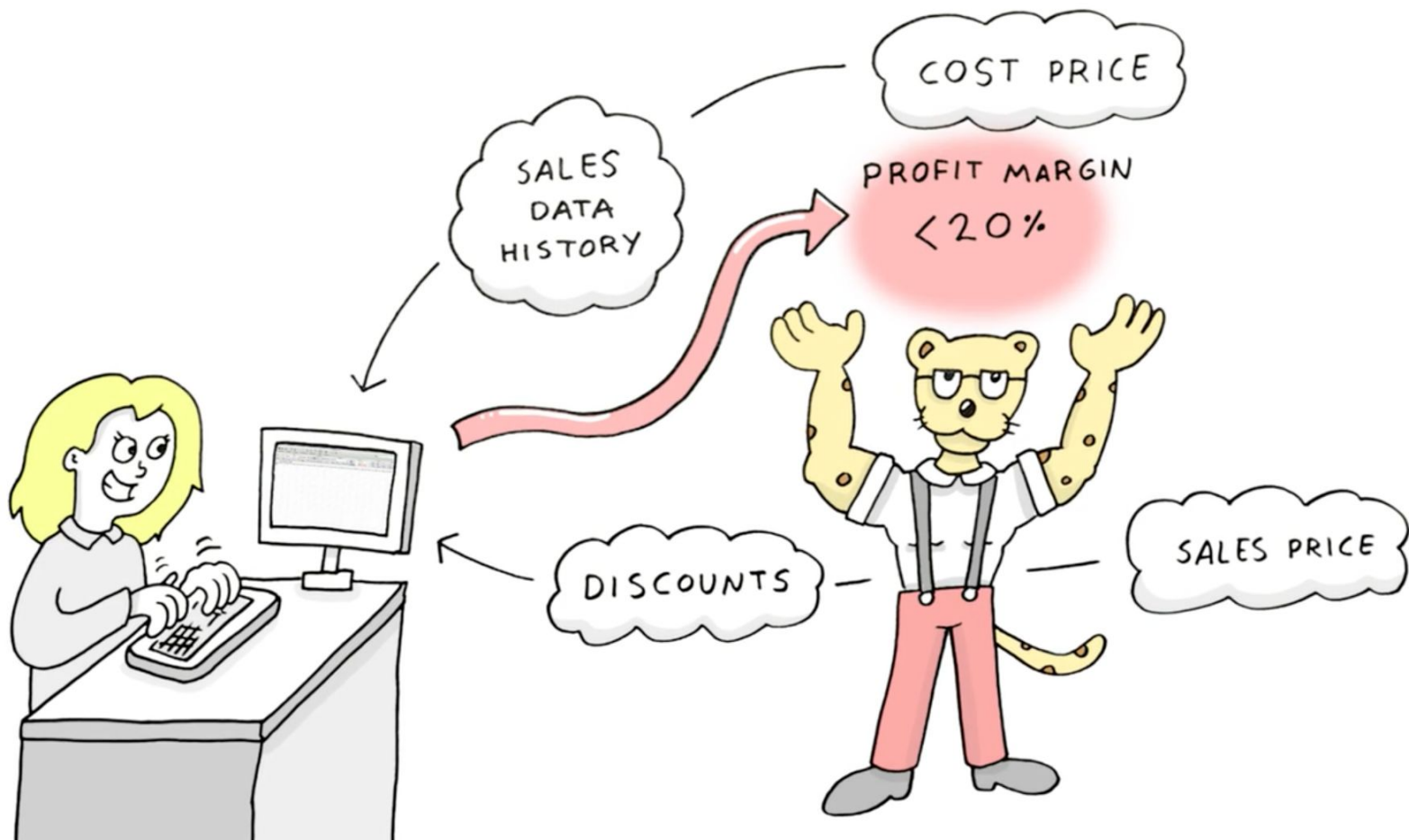
The scribe was supposed to be a teaser, providing enough information to make the topic understandable, but not too much, to keep the suspense.

In order to simplify the narrative, the copywriter has to subtract all the unnecessary information and present the essence in an interesting way.

# Production

## Copywriting



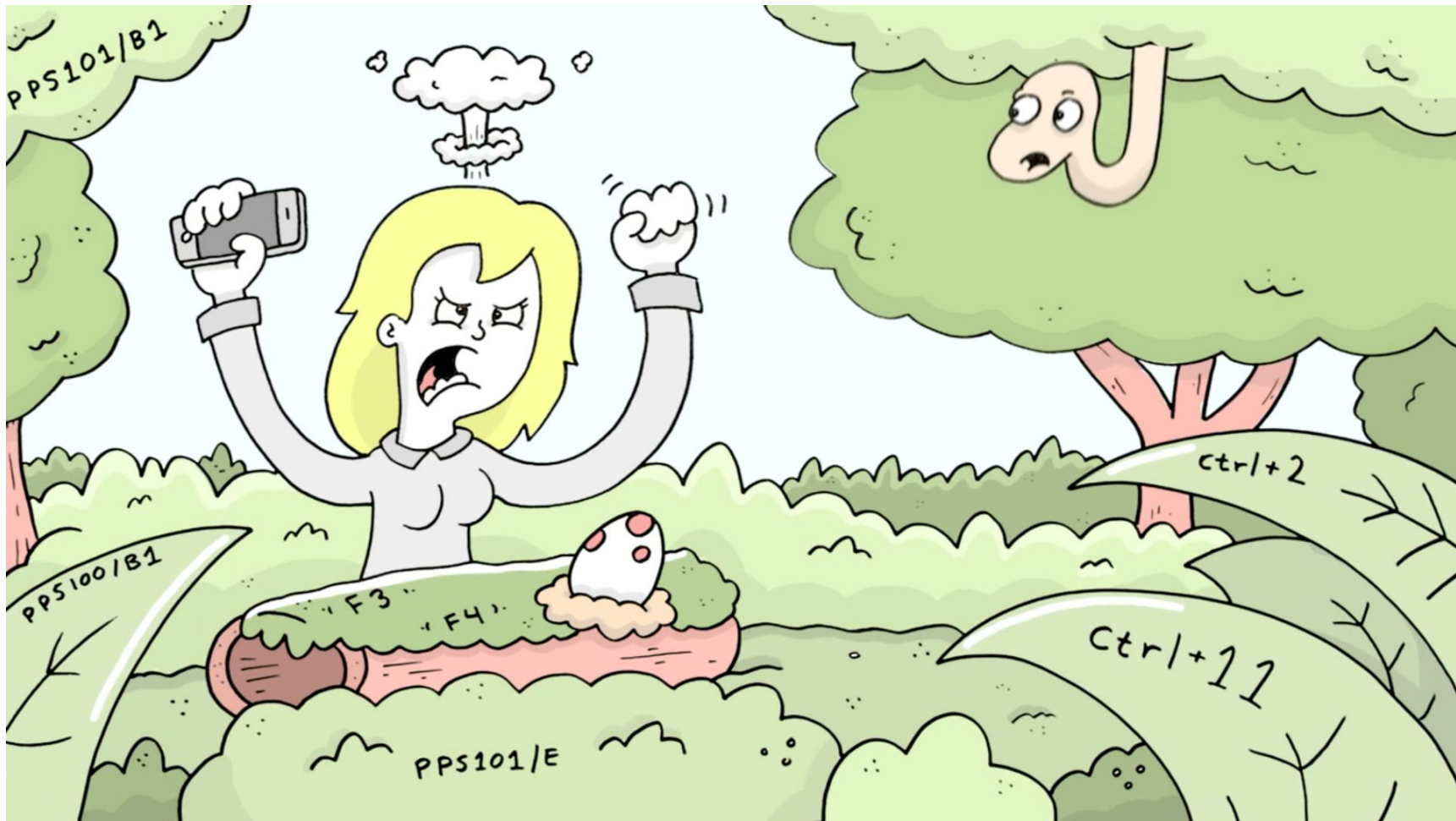




# Production

## Specifics

- ❏ Use of a real-life example, which allows the viewer to take the user's perspective and understand the core principle of Vince XL
- ❏ Description of the advantages of using the software without going too much into details and over-complicating the narrative
- ❏ Use of symbolism and allegories (i.e. "cheetah" resembles speed, elegance and endurance; "jungle leaves" correspond with Excel sheets, etc.)



PPS101/B1

PPS100/B1

"F3" "F4"

PPS101/E

ctrl+2

Ctrl+11

- ❏ Illustrator with a playful drawing style to bring the entertainment factor into play
- ❏ Voiceover artist from the United States — Zoaring has contact with voiceover artists all over the world in order to find the perfect match that would support the narrative, the illustrations and the music.

# Production

Illustrator & voice-over

Watch video

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