

GN Netcom :: Media Collateral (Video Commercial, Interactive)

GN Netcom is the world leader in hands-free communications solutions, focusing specifically on three market segments: call centers, offices and mobile. GN Netcom encompasses three business entities: GN Netcom, provider of hands-free communication products, Hello Direct, a leading business-to-business direct marketer of hands-free telephony and interface solutions for North America and JABRA, the foremost provider of innovative hands-free products for the mobile consumer market.

challenges

GN Netcom was introducing their award-winning B2B products to the consumer market through major retail-chain distribution. They needed to bolster their existing top-of-mind awareness in the highly competitive B2B market to defend against new rivals, and then leverage that awareness in the small office, home office (SOHO) B2C market.

- Create powerful and compelling visual vehicles that let people “virtually” experience the latest-technology and future products.
- Clearly articulate the positive and personally rich experiences people enjoy when using GN Netcom products.
- Convey key messages of features, benefits, and superior quality of performance
- Maintain brand consistency with the newly developed global product branding strategy.
- Reinforce the brand to the B2B and introduce it to the B2C segment

solution

GN Netcom decided to launch a global, corporate-branding campaign designed to build its image. They consulted with ActiveEdge to

define the goals of the campaign, identify the key messages, and create solutions that carried the key messages through vivid, visual, experience-rich media.

ActiveEdge developed a 45 second, high-definition, broadcast-quality product commercial and a 3 minute, self-running computer interactive (Kiosk Educator) to be launched at the 2005 Consumer Electronics Show (CES) in Las Vegas, NV.

The creative strategy behind both media was to be immediately identifiable as part of the brand ‘family’. ActiveEdge developed key messaging points, supporting copy, and engaging design solutions that invited and enticed the viewer to ‘experience’ the product.

The commercial displayed on two 72” plasma screens. It was the first ever commercial produced for the global company and depicted a main character in an office setting using their latest technology. Key messages used to describe the product experience entered and exited at specific scenes. The audio purposefully featured music rather than voice to focus on the product experience.

The Interactive (Kiosk Educator) ran on a PC with a 20” flat-screen display monitor. The functionality and programming made it either self-running or self-guided permitting the user to drill-down for additional information at their own pace, with the click of a mouse. ActiveEdge developed complex 3D models of the products that optimized performance, and allowed technical specifications to be visually represented and easily understood.

results

GN Netcom successfully launched their B2C initiative at the 2005 CES show, driving increased web site traffic and increased brand recall during show follow-up.

deliverables

- 45 second HD video product commercial

- 3 minute interactive kiosk educator
- Executive Producer (Video)
 - Project Management
 - Location Scout
 - Talent Search
 - Videography Management
 - Editing & Post Production
- Creative Strategy (Video and Kiosk)
 - Visual Design
 - Script Development
 - Key Message Development
- Technical Strategy (Kiosk)
 - 3D Modeling
 - Technical Programming
 - Flash Animation

applications / software used

- Alias Maya
- Macromedia Flash
- Rhino 3D
- Adobe PhotoShop
- Adobe Illustrator
- Final Cut Pro

3 Minute Interactive Kiosk Educator ::



45 second product commercial ::
Sample screen shots from commercial

