

PROJECT 3/4: We're Outside

zoom

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ADBR-252-A01 | Fall 2022

Professor Reginald Harrison

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The background features two large, dark blue, stylized letters, 'O' and 'G', which are partially visible and serve as a backdrop for the text.

Group

GROUP

Meet the Team



Jade Holloway

B.F.A Graphic Design
Minor Advertising & Branding
Class of 2023



Sofía Sánchez

B.F.A Advertising & Branding
Minor Marketing for Mobile and
Interactive Environments
Class of 2024



Annia Ortega

B.F.A Advertising & Branding
Class of 2024

Project Timeline

PROJECT TIMELINE

On A Mission

10/26 - C14

- **TO DO:**
 - Gather Team
 - Assign Roles
 - Pick Brand
 - Set Timeline
 - Begin Brand Research

10/26 - 10/30

- **TO DO:**
 - Continue w/ Brand Research
 - Start Ideation (come to class on Monday with ideas to share to the group)

10/31 - C15

- **TO DO:**
 - Pitch initial ideas to each other
 - Finalize Big Idea
 - Work on Creative Brief
 - Work on Strategy Statement
 - Decide on Channels
 - Start Developing Copy

11/2 -C16

- **TO DO:**
 - Art Direction (decide on design concept- color, photography, typography)
 - Establish tone of voice
 - Continue working on copy

11/7 - C17

- **TO DO:**
 - Finalize Copy
 - Finalize Art Direction
 - Work on Final Executions

11/9 - C18

- **TO DO:**
 - Work on Final Executions
 - Finish Building Presentation Deck
 - Finish Building Process Book Deck

11/14 - C19

- **TO DO:**
 - Practice Presentation
 - Finalize Final Details

11/16 - C20

- **DUE:**
 - **FINAL PROJECT**
 - Deliverables:
 - PDF Presentation
 - Process Book
 - PDF Script
 - PDF Storyboard
 - Brand Story MP4



Research

RESEARCH

All About Zoom

Founded in 2011, Zoom is a video conferencing software that focuses on "you" by helping its customers express their ideas, connect to others, and build toward a future limited only by their imagination. Their vision is to make communications frictionless and secure, while their mission is to "deliver happiness by bringing people together".

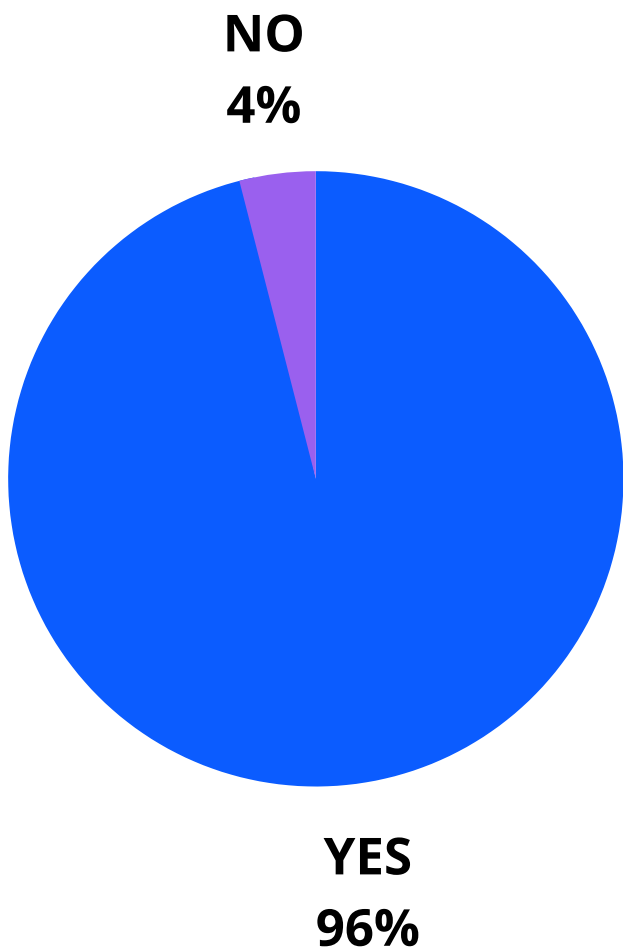
Zoom was the first video conferencing platform to offer their service completely free. This helped to establish Zoom as a brand that puts "you" first.



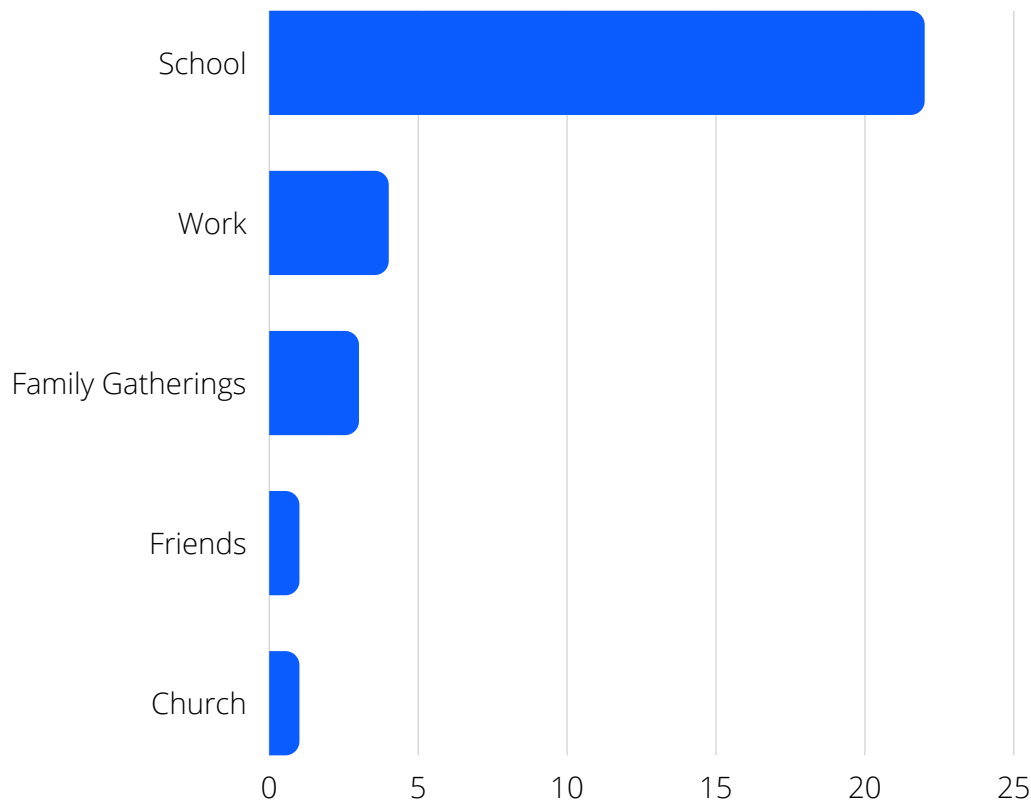
RESEARCH

Data Collected

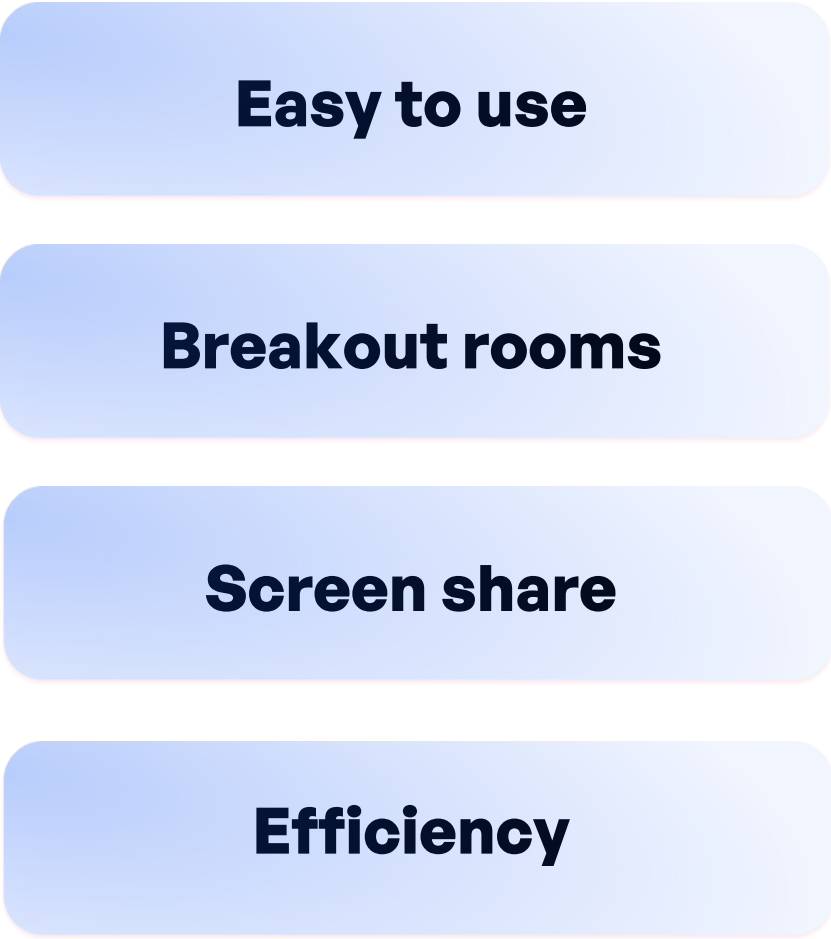
Do you use Zoom?



What do you use Zoom for?



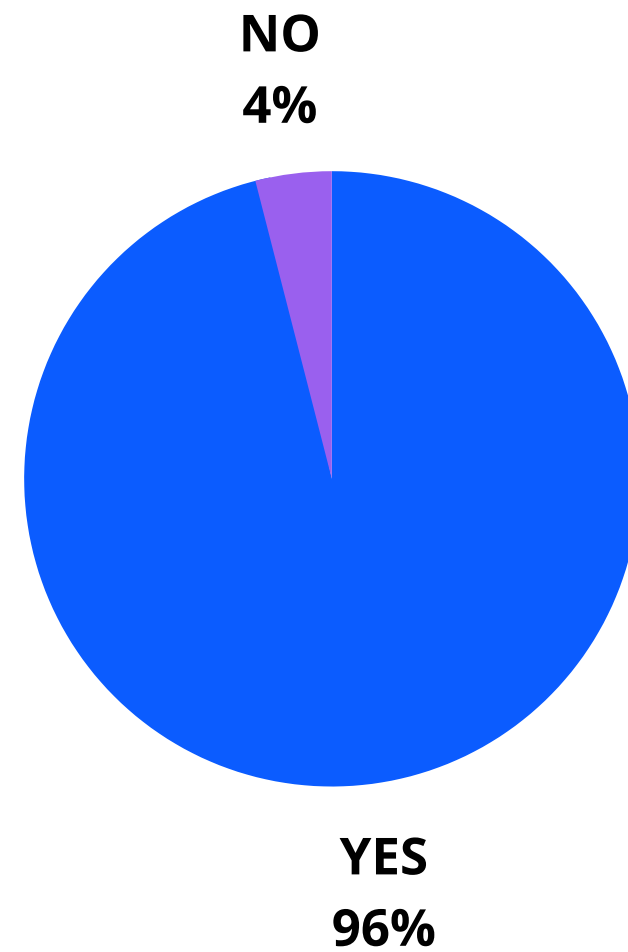
What do you like the most about Zoom?



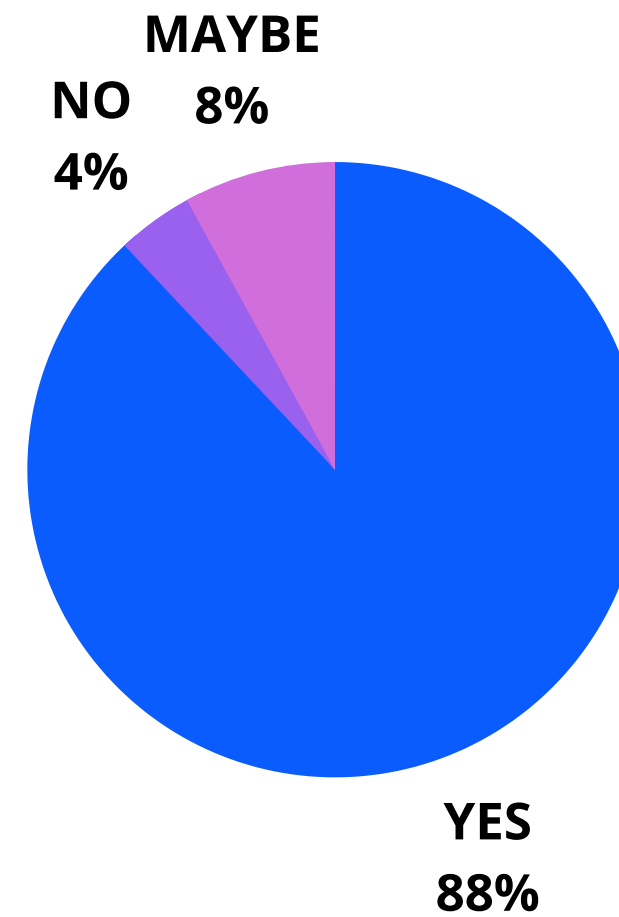
RESEARCH

Data Collected

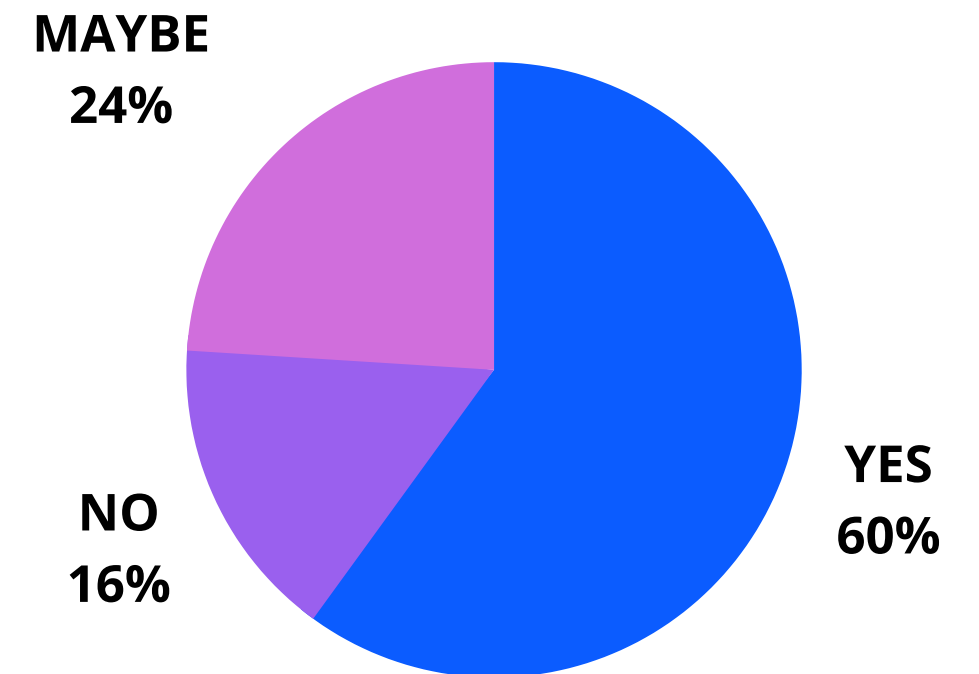
Was Zoom an important tool for you during the pandemic?



Is Zoom easy to use?



Even after the pandemic, do you still use zoom?



RESEARCH

Data Collected - Survey link

<https://forms.gle/iFFYeqpNzJMGb5PZ7>

Survey

This is for a project. Thank you so much for helping us :)

[Sign in to Google](#) to save your progress. [Learn more](#)

* Required

Do you use Zoom? *

☐ Yes

☐ No

What did you use Zoom for? *

☐ School

☐ Work

☐ Family gatherings

☐ Other: _____



Covid & Zoom

COVID & ZOOM

What Happened & Where We Are Now

In March of 2020, a global pandemic (COVID-19) swept through communities, disconnecting people from each other.

The system put in place to help slow the spread of COVID-19 was called social-distancing.

Because of social distancing and COVID, many people turned to collaboration technology like Zoom to continue work and school, but in a digital and remote environment. The ability to work remotely helped save 2.28 million jobs, and Zoom was a large part of that.

Three years after the pandemic, some companies use Zoom to maintain function.



Creative Brief

Creative Brief

THE CLIENT

Zoom - A video conferencing software founded in 2011 by Eric Yuan, that focuses on "you" by helping its costumers express their ideas, connect to others, and build toward a future limited only by their imagination.

ADVERTISING OBJECTIVE

This campaign should strive to emphasize distance is insignificant when it comes to the ones you can about. Zoom will be there to bridge the gap between distance and your happiness.

CURRENT PERCEPTION

Zoom is a digital tool used to communicate with people for work or school from a distance.

TARGET AUDIENCE

Individuals of all ages who are far away from a loved one, friend, or their community (i.e place of worship, club, etc.)

BIG IDEA

Connecting the world by an invisible string - Emphasizing connection through Zoom for other reasons besides work and school - connecting with people who may be far away from you at the moment, but still make you truly happy.

DESIRED PERCEPTION

Zoom is a digital tool used to communicate with people who make us happy even though they're far away.

COMMUNICATION OPPORTUNITY

Zoom is more than a tool for work or school, but a tool that can connect us with the people who make us happiest.

KEY MESSAGE

After witnessing the campaign, the goal is to get the audience engage with Zoom to connect with the people who make them happy.

REASON TO BELIEVE

Zoom became the premiere communication tool during the pandemic for keeping schools and work operating while social-distancing. They have the power, access , and awareness to become the premiere communication tool to connect us with the people who matter most to us.

Strategy Statement

Strategy Statement

GET people who live far away from each other **TO** still experience connection with family, friends, and their communities **BY** appealing to their desire for happiness **BECAUSE** true happiness comes by connecting people together.

Campaign Archetype & Tone

CAMPAIGN

Archetype & Tone

THE CAREGIVER

Concentrates on compassion, giving others an experience that makes them feel appreciated and safe. Celebrates selflessness and empathy

SINCERE, HUMAN, KIND, REAL, HUMBLE

Although a tech company, Zoom's overall tone over the years has remained very human and personable as they work to put "you" first when it comes to their platform and marketing.

Copy Development

COPY DEVELOPMENT

What's Being Said

Copy ideas (First Drafts):

- "Distance means so little, when someone means so much"*
- "Happiness isn't that far away"
- "Distance taught us how to be together"
- "Happiness > Distance"
- "Connection surpasses distance"
- "Connection isn't that far away" *
- "Happiness is just a zoom away"
- "We're all connected by an invisible string. " - Commercial Idea*

Final Copy:

*"We're destined to connect." - Social Media

CAPTION:

"COVID-19 didn't stop the way we connect, it only changed it. Each of us has an invisible string that will always tie us to our loved ones. No matter what.

- From your invisible string, Zoom

*"The string that connects us." - Billboard

*"We all share an invisible string. Let us be yours." - Brand Video

Potential Copy Ideas for the Big Idea: Invisible String (Second Draft)

- "Let us be your invisible string. Zoom: We Deliver Happiness." - Commercial
- "Connected all the time. Zoom: We Deliver Happiness." - Digital Billboard
- "Always connected, no matter the distance. Zoom: We Deliver Happiness." - Social Media Post

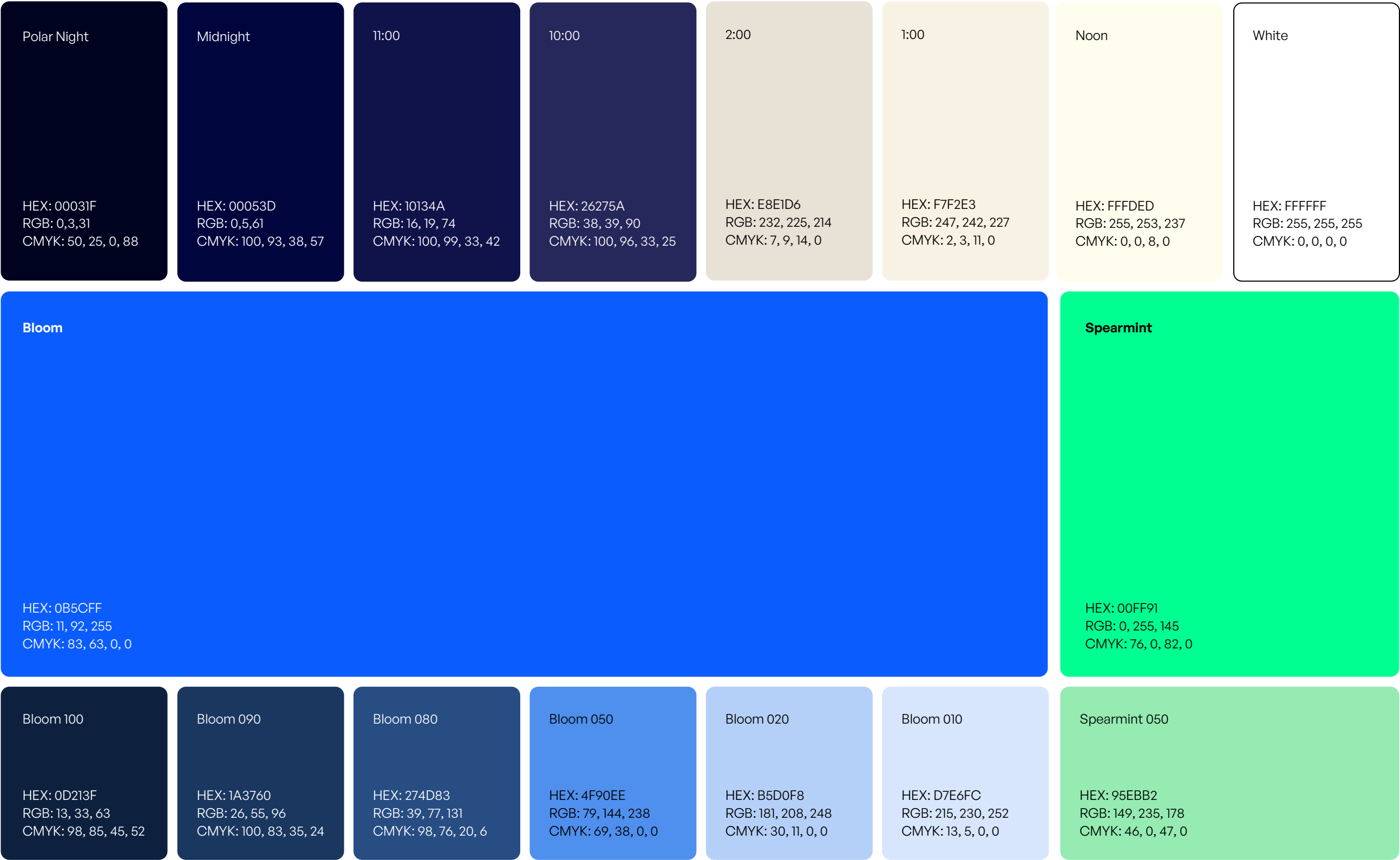
Art Direction

ART DIRECTION

Color

The Zoom Blue is Bloom, and it will always be Zoom's dominant and defining color. Shades and tints of Bloom help provide a range of depth to Zoom's designed environments.

This controlled palette leads all of Zoom's designs to drive recognition of Zoom.



ART DIRECTION

General Sans

Zoom's primary typeface is Happy Display, which is a custom-designed display typeface and Almaden Sans as a secondary typeface. Both typefaces are unavailable for reuse.

The closest typeface to either is General Sans. It's gentle and approachable character adds to Zoom's positive personality and messaging.

AaBbCcDdEeFfGgHhIiJjKkLl

GENERAL SANS EXTRALIGHT

AaBbCcDdEeFfGgHhIiJjKkLl

GENERAL SANS LIGHT

AaBbCcDdEeFfGgHhIiJjKkLl

GENERAL SANS REGULAR

AaBbCcDdEeFfGgHhIiJjKkLl

GENERAL SANS MEDIUM

AaBbCcDdEeFfGgHhIiJjKkLl

GENERAL SANS SEMIBOLD

AaBbCcDdEeFfGgHhIiJjKkLl

GENERAL SANS BOLD

ART DIRECTION

General Sans Usage

Following Zoom's typographic guidelines will enable us to create thoughtful hierarchies that are reflective of Zoom's brand.

General Sans
Light

General Sans
Bold

General Sans
Regular

General Sans
SemiBold

General Sans
Regular

General Sans
Medium

SMALL EYEBROW COPY

Heading

Subhead

Paragraph Titling

Body Copy - Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Captions and labels

ART DIRECTION

Photography: Zoom Moments

Zoom as a brand has the principle of showcasing real moments in which Zoom is used as a way to feel relatable to the user.

They tend to stay away from overly-produced and unrealistic moments as they try to make the users relate to the moments.



ART DIRECTION

Photography: Capturing Authenticity

As Zoom believes in putting their users first and "delivering happiness" to those said users, they as a brand also likes to showcase authentic moments that reflect them as a brand and as a product anybody and everybody can us.



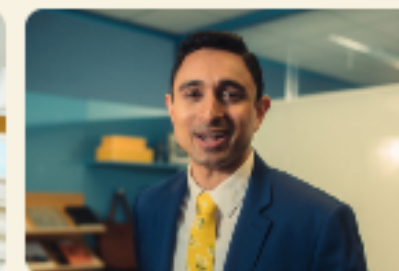
Places

Environments that portray authentic, lived-in place unique to the industry or use case.



Experiences

Compositions that feature devices front and center to highlight the UI of our product.



Camera POVs

Images taken from the perspective of the device screen, highlighting human interaction. Often used for mockups.



Stylized

Portraits of people interacting with products in clean, minimal and rich environments.

ART DIRECTION

Moodboard

Zoom believes in putting "you" first, so visually, human figures are in the foreground while the organic lines are wrapping around them. The line (Zoom) will be secondary to the smiling, natural, human, figures.

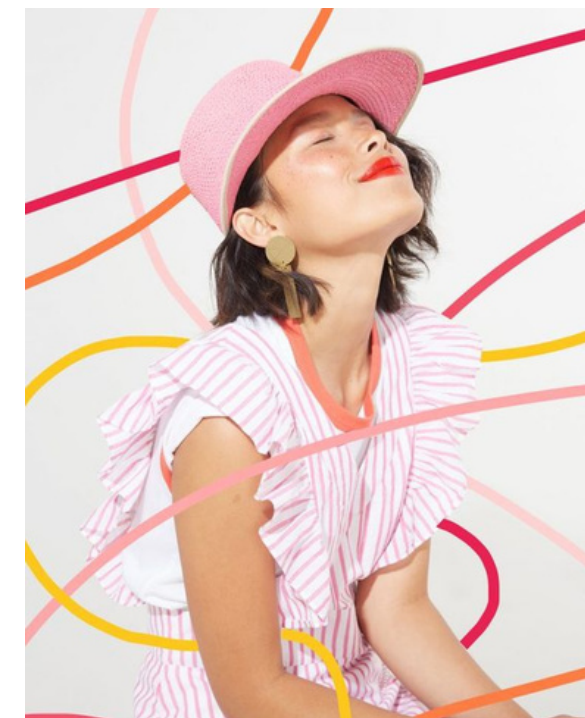
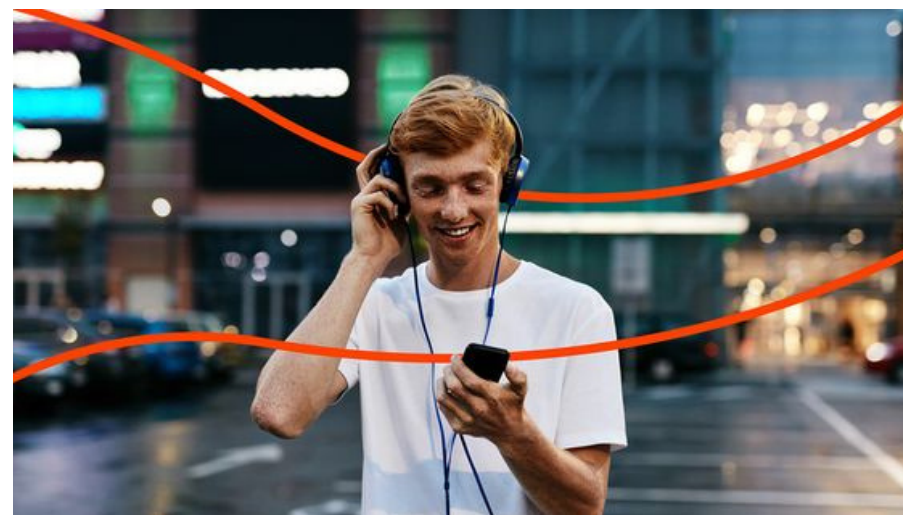
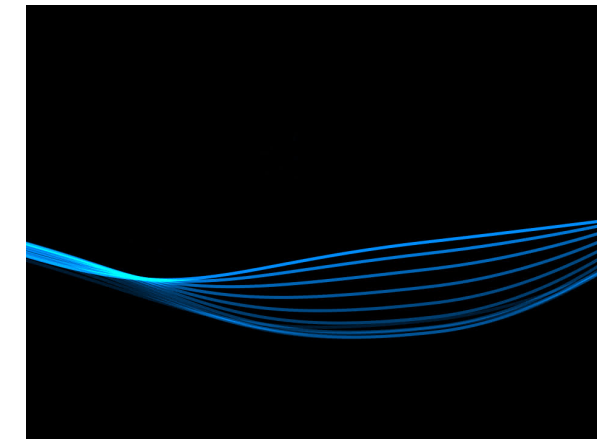
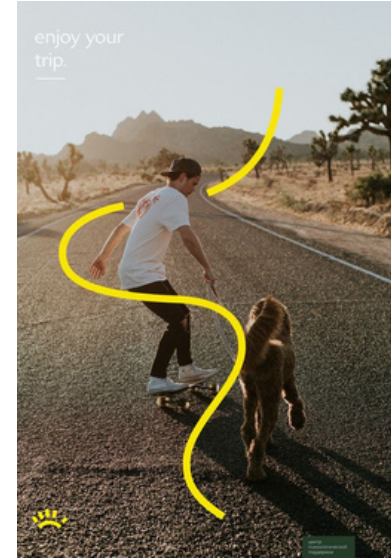
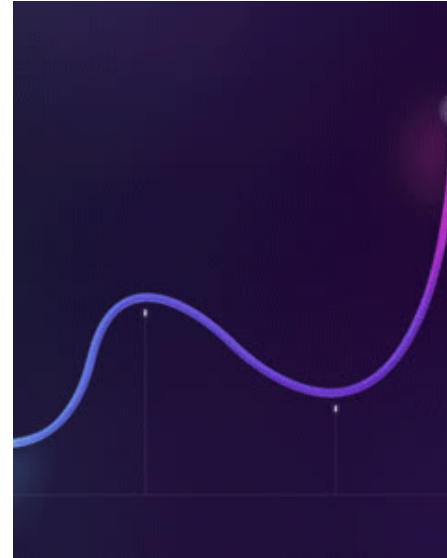
Sincere

Kind

Humble

Human

Real



ART DIRECTION

The Script

VISUALS	AUDIO
SCENE OPENS CUT TO W.S. KITCHEN SPACE, WHERE AN OLDER MAN IS COOKING ON THE STOVE, SAUTEING VEGETABLES CUT TO M.S. ABOVE THE STOVE AS HE MIXES THE VEGETABLES CUT TO C.U. OF HIS HAND FOLLOWING THE WORDS ON THE RECIPE BESIDE HIM CUT TO C.U. OF HIS SIDE PROFILE AS HE CONCENTRATES ON HIS MEAL CUT TO M.S. OF AN ALREADY SET KITCHEN TABLE AS HE SETS HIS OWN PLATE DOWN TO EAT. BEFORE HE BEGINS EATING, HE STARTS TO SET UP HIS COMPUTER. CUT TO C.U. OF HIS SIDE PROFILE AS HE CONCENTRATES ON HIS TASK CUT TO M.S. BEHIND THE MAN TO THE LEFT OVER HIS SHOULDER SHOWING A ZOOM WINDOW APPEARS ON THE SCREEN TO REVEAL A MA (HIS SON) AND A YOUNG GIRL (GRANDDAUGHTER) SITTING AROUND A TABLE BY THEMSELVES ABOUT TO ENJOY THEIR MEAL. CUT TO C.U. OF THE MAN’S SIDE PROFILE TO SHOW HIM SMILING AND HAPPY CUT TO W.S. OF THE SIDE OF THE LONG TABLE, REVEALING THE OLDER MAN AT ONE END, AND HIS FAMILY AT THE OTHER, BOTH PARTIES FOCUSED ON THEIR SCREENS GFX - AN ANIMATED BLUE STRING (HEX: #0B5CFF) FLOWS FROM ONE END OF THE TABLE TO THE OTHER - CONNECTING THEM GFX & COPY - HEADLINE APPEARS ACROSS THE SCREEN GFX & COPY - FRAME FADES TO FULL HEX: #0B5CFF AS ZOOM LOGO AND SLOGAN APPEAR SCENE ENDS	MUSIC: “AT DAWN” - CHPTRS INSTRUMENTAL SFX - TYPICAL SOUNDS OF THE KITCHEN: PANS MOVING, SIZZLE OF THE STOVE AUDIO COPY - THE OLDER MAN MUMBLES THE WORDS UNDER HIS BREATH AS HE READS THE RECIPE SFX - THE CLINK OF A PLATE AS IT SETS ON THE TABLE AND CHAIR IS PULLED FROM BEHIND IT SFX - WE HEAR THE TYPING OF KEYS AND HEAR THE ZOOM DOORBELL SOUND GRANDDAUGHTER: (EXCITED) “HEY GRANDPA!” SON: “HEY DAD” OLD MAN: “HOW’D YOURS TURN OUT? I THINK I OVERCOOKED THE VEGGIES A LITTLE BIT” (WITH A CHUCKLE) SON: “I’M SURE IT’S FINE DAD. LET’S DIG IN” AUDIO COPY - (INAUDIBLY) WE HEAR THE REMAINDER OF THEIR CONVERSATION FADE AWAY V.O - (SINCERE) “WE ALL HAVE AN INVISIBLE STRING. LET US BE YOURS” V.O - (SINCERE) “ZOOM: WE DELIVER HAPPINESS” MUSIC FADES OUT SCENE ENDS

Fully formatted script in Dropbox

ART DIRECTION

Storyboard

Logline:

A seemingly lonely man finds ways to connect in unlikely places.

PDF in Dropbox



DURATION 0:00:00 - 0:02:00
MUSIC AT DAWN (INSTRUMENTAL) - CHPTRS
SHOT W.S.
ACTION KITCHEN SPACE, WHERE AN OLDER MAN IS COOKING ON THE STOVE, SAUTÉING VEGETABLES
SFX TYPICAL SOUNDS OF THE KITCHEN: PANS MOVING, SIZZLE OF THE STOVE



DURATION 0:02:00 - 0:04:00
MUSIC AT DAWN (INSTRUMENTAL) - CHPTRS
SHOT M.S.
ACTION ABOVE THE STOVE AS HE MIXES THE VEGETABLES
SFX CONTINUED SOUNDS OF THE KITCHEN: PANS MOVING, SIZZLE OF THE STOVE



DURATION 0:04:00 - 0:06:00
MUSIC AT DAWN (INSTRUMENTAL) - CHPTRS
SHOT C.U.
ACTION OF HIS HAND FOLLOWING THE WORDS ON THE RECIPE BESIDE HIM
AUDIO COPY OLDER MAN MUMBLES WORDS AS HE READS RECIPE
SFX CONTINUED SOUNDS OF THE KITCHEN: PANS MOVING, SIZZLE OF THE STOVE



DURATION 0:06:00 - 0:08:00
MUSIC AT DAWN (INSTRUMENTAL) - CHPTRS
SHOT C.U.
ACTION HIS SIDE PROFILE AS HE CONCENTRATES ON COOKING HIS MEAL
SFX CONTINUED SOUNDS OF THE KITCHEN: PANS MOVING, SIZZLE OF THE STOVE



DURATION 0:08:00 - 0:11:00
MUSIC AT DAWN (INSTRUMENTAL) - CHPTRS
SHOT M.S.
ACTION ALREADY SET KITCHEN TABLE AS HE SETS HIS OWN PLATE DOWN TO EAT. BEFORE HE BEGINS EATING, HE STARTS TO SET UP HIS COMPUTER
SFX THE CLINK OF A PLATE AS IT SETS ON THE TABLE AND CHAIR IS PULLED FROM BEHIND IT



DURATION 0:11:00 - 0:14:00
MUSIC AT DAWN (INSTRUMENTAL) - CHPTRS
SHOT M.S.
ACTION FROM BEHIND COMPUTER WE SEE HIM INTENSELY TYPING
SFX WE HEAR THE TYPING OF KEYS AND HEAR THE ZOOM DOORBELL SOUND



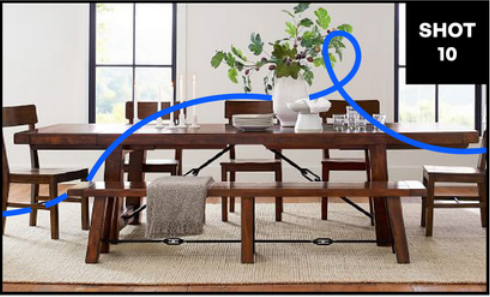
DURATION 0:14:00 - 0:18:00
MUSIC AT DAWN (INSTRUMENTAL) - CHPTRS
SHOT M.S.
ACTION BEHIND THE MAN TO THE RIGHT OVER HIS SHOULDER SHOWING A ZOOM WINDOW. ON THE SCREEN TO REVEAL A MAN (HIS SON), A WOMAN (HIS DAUGHTER-IN-LAW), AND A YOUNG GIRL (GRANDDAUGHTER) SITTING AROUND A TABLE BY THEMSELVES ABOUT TO ENJOY THEIR MEAL.
AUDIO COPY GRANDDAUGHTER: (EXCITED) "HEY GRANDPA!" SON: "HEY DAD!"



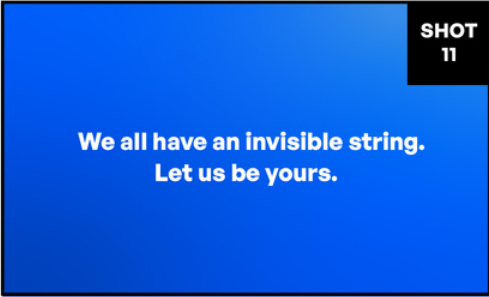
DURATION 0:21:00 - 0:25:00
MUSIC AT DAWN (INSTRUMENTAL) - CHPTRS
SHOT C.U.
ACTION THE OLD MAN'S SIDE PROFILE SHOWING HIM SMILING AND HAPPY
AUDIO COPY OLD MAN: "HOW'D YOURS TURN OUT? I THINK I OVERCOOKED THE VEGGIES A LITTLE BIT" (WITH A CHUCKLE)



DURATION 0:18:00 - 0:21:00
MUSIC AT DAWN (INSTRUMENTAL) - CHPTRS
SHOT W.S.
ACTION OF THE SIDE OF THE LONG TABLE, REVEALING THE OLDER MAN AT ONE END, AND HIS FAMILY AT THE OTHER, BOTH PARTIES FOCUSED ON THEIR SCREENS
AUDIO COPY SON: "I'M SURE IT'S FINE DAD. LET'S DIG IN"



DURATION 0:21:00 - 0:23:00
MUSIC AT DAWN (INSTRUMENTAL) - CHPTRS
SHOT (CONTINUED) W.S.
ACTION (CONTINUED) OF THE SIDE OF THE LONG TABLE, REVEALING THE OLDER MAN AT ONE END, AND HIS FAMILY AT THE OTHER, BOTH PARTIES FOCUSED ON THEIR SCREENS
AUDIO COPY (INAUDIBLY) WE HEAR THE REMAINDER OF THEIR CONVERSATION FADE AWAY
GFX AN ANIMATED BLUE STRING (HEX: #0B5CFF) FLOWS FROM ONE END OF THE TABLE TO THE OTHER - CONNECTING THEM



DURATION 0:23:00 - 0:27:00
MUSIC AT DAWN (INSTRUMENTAL) - CHPTRS
SHOT BLUE FRAME
COPY WE ALL HAVE AN INVISIBLE STRING. LET US BE YOURS
GFX HEADLINE APPEARS ACROSS THE SCREEN
V.O (SINCERE) "WE ALL HAVE AN INVISIBLE STRING. LET US BE YOURS"



DURATION 0:27:00 - 0:30:00
MUSIC AT DAWN (INSTRUMENTAL) - CHPTRS (FADES OUT)
COPY ZOOM: WE DELIVER HAPPINESS
GFX FRAME FADES TO BLUE AS ZOOM LOGO AND SLOGAN APPEAR
V.O (SINCERE) "ZOOM: WE DELIVER HAPPINESS"

FINAL

Executions

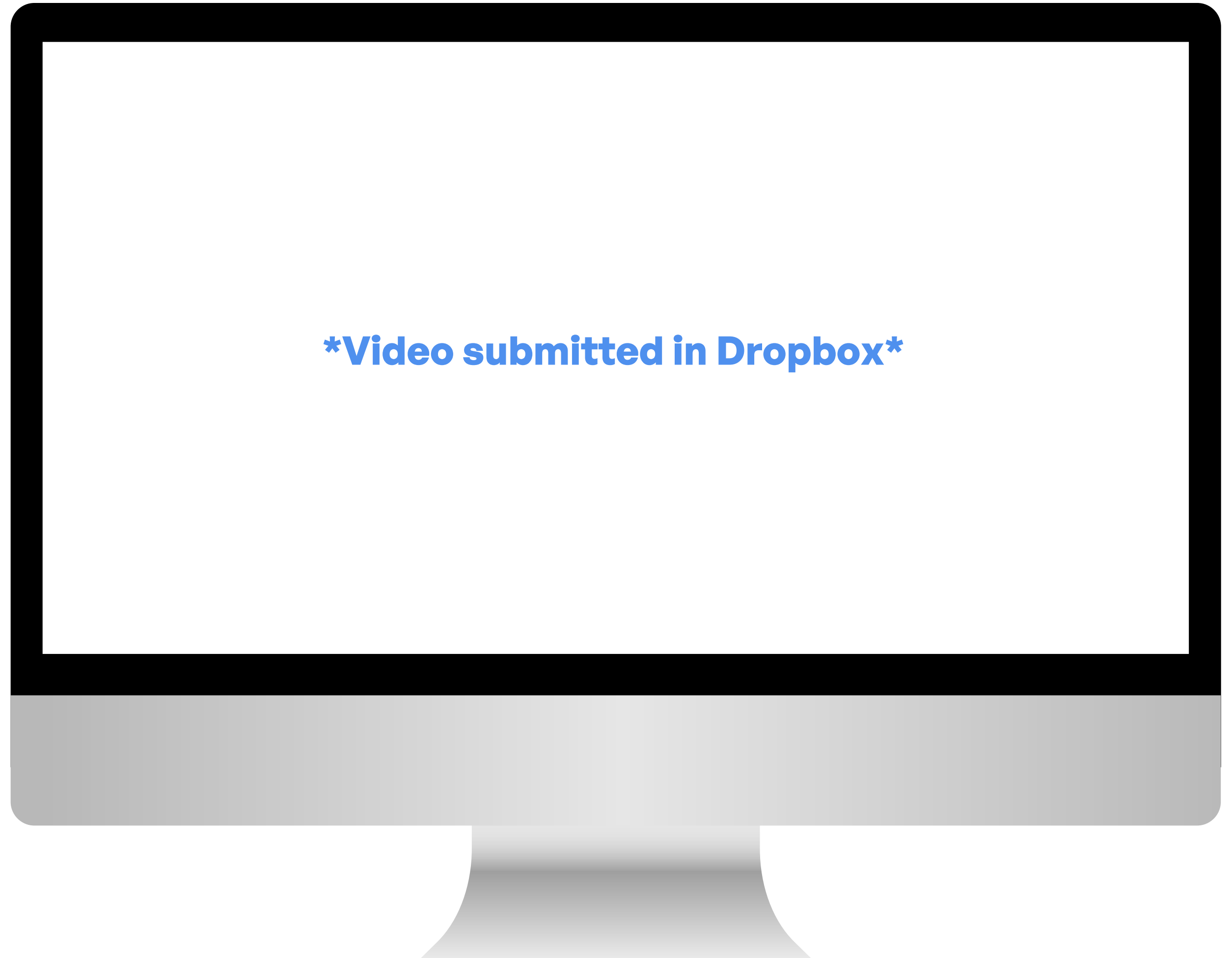
FINAL EXECUTIONS

Brand Video

Logline:

A seemingly lonely man
finds ways to connects
in unlikely places. con

Video submitted in Dropbox



FINAL EXECUTIONS

Print Billboard

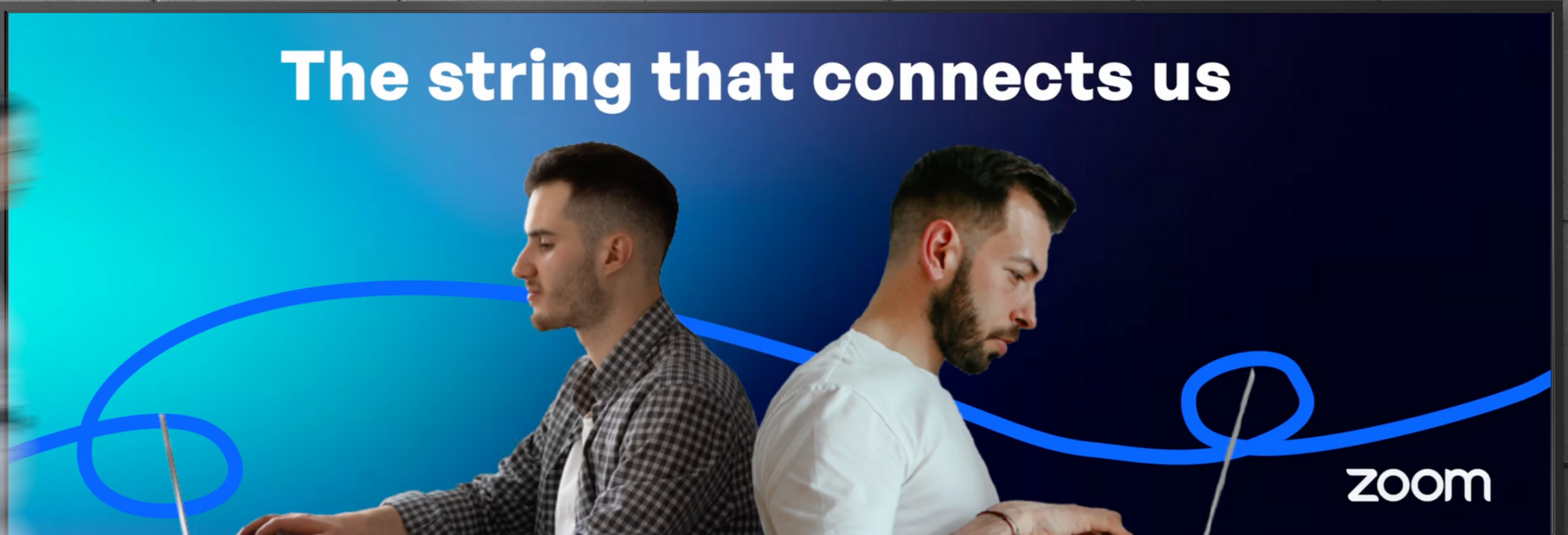


FINAL EXECUTIONS

Digital Motion Billboard

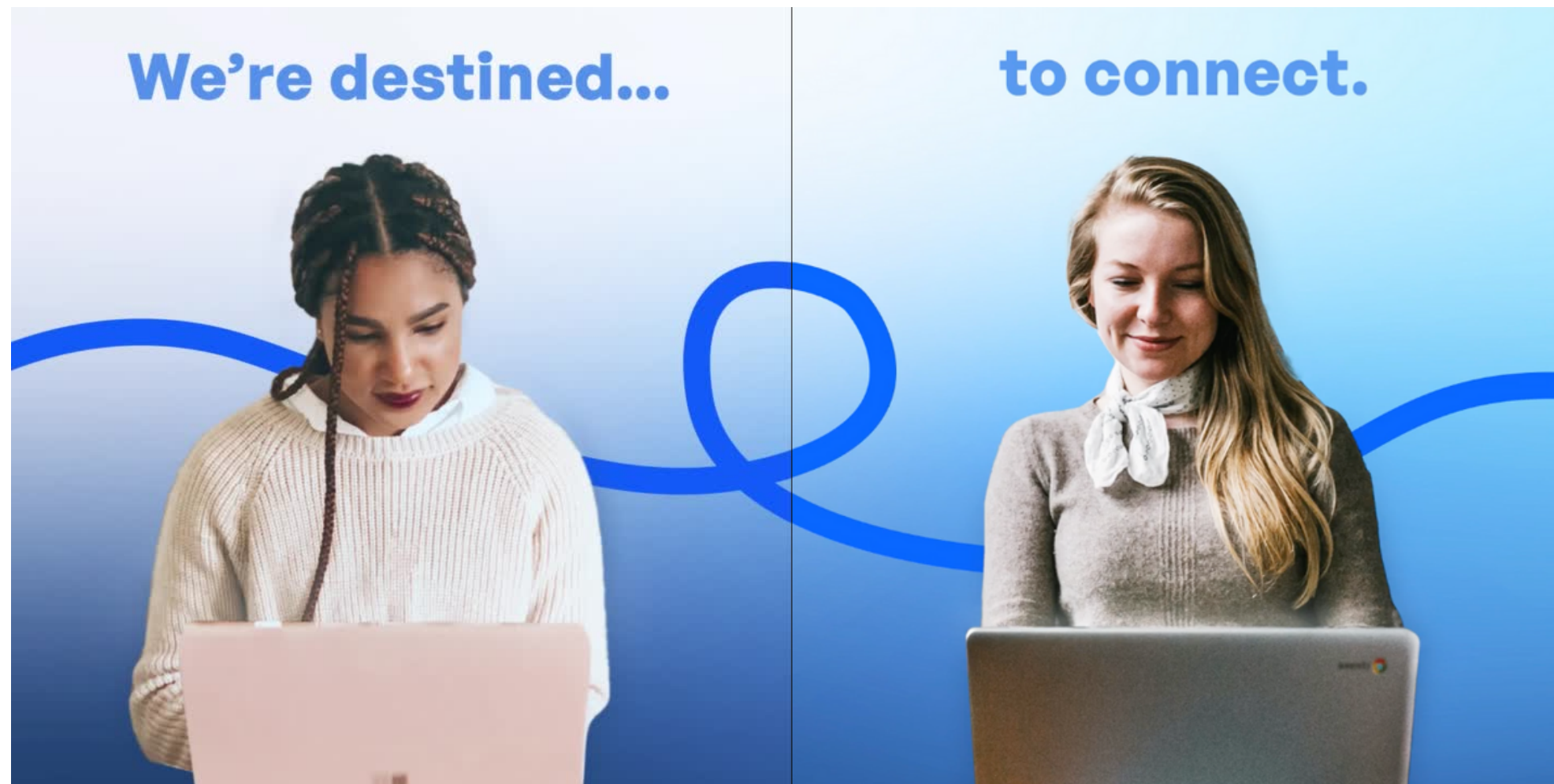
The string that connects us

zoom



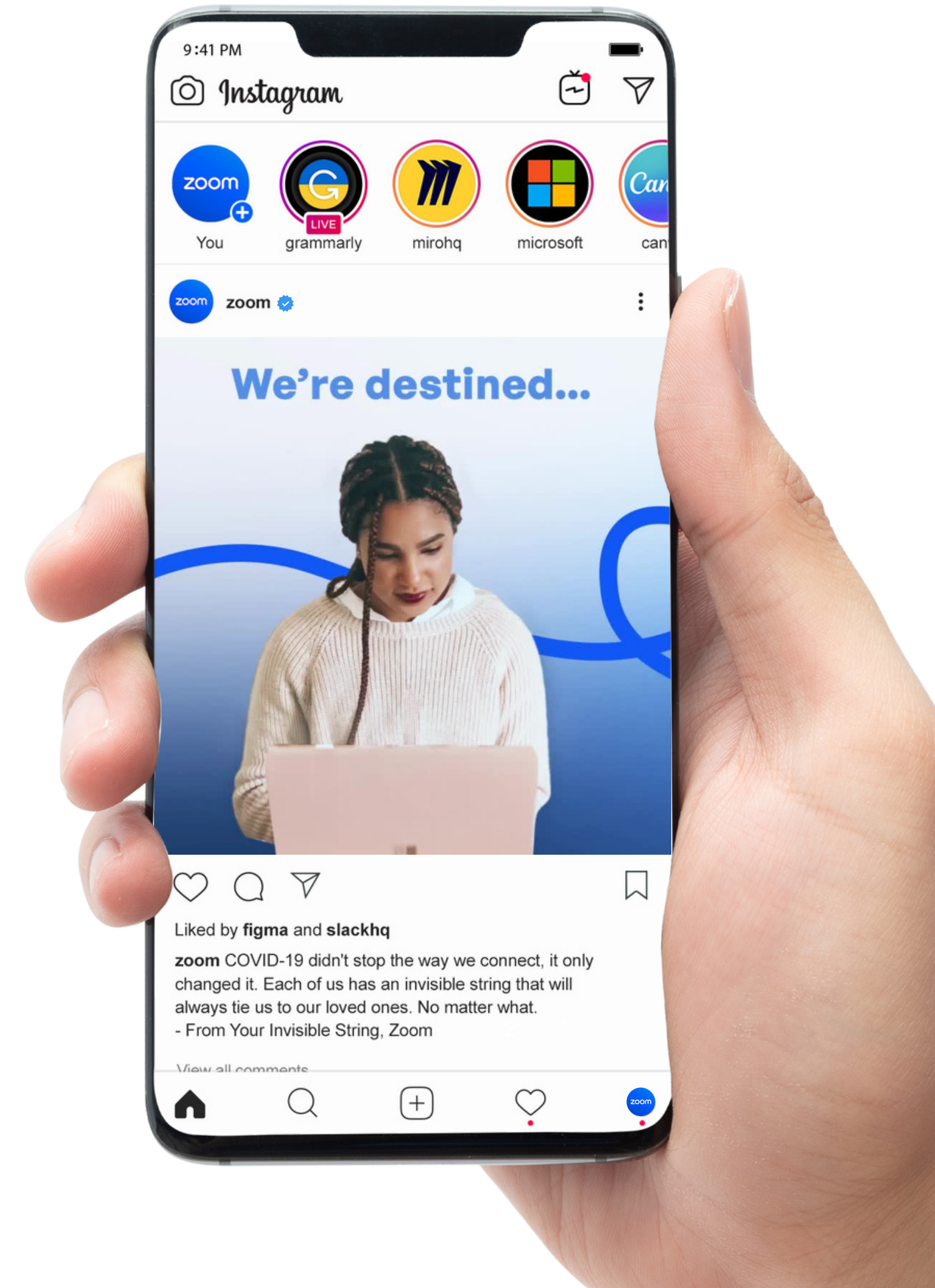
FINAL EXECUTIONS

Motion Instagram Carousel



STATIC

GIF OR MP4



FINAL EXECUTIONS

Twitter

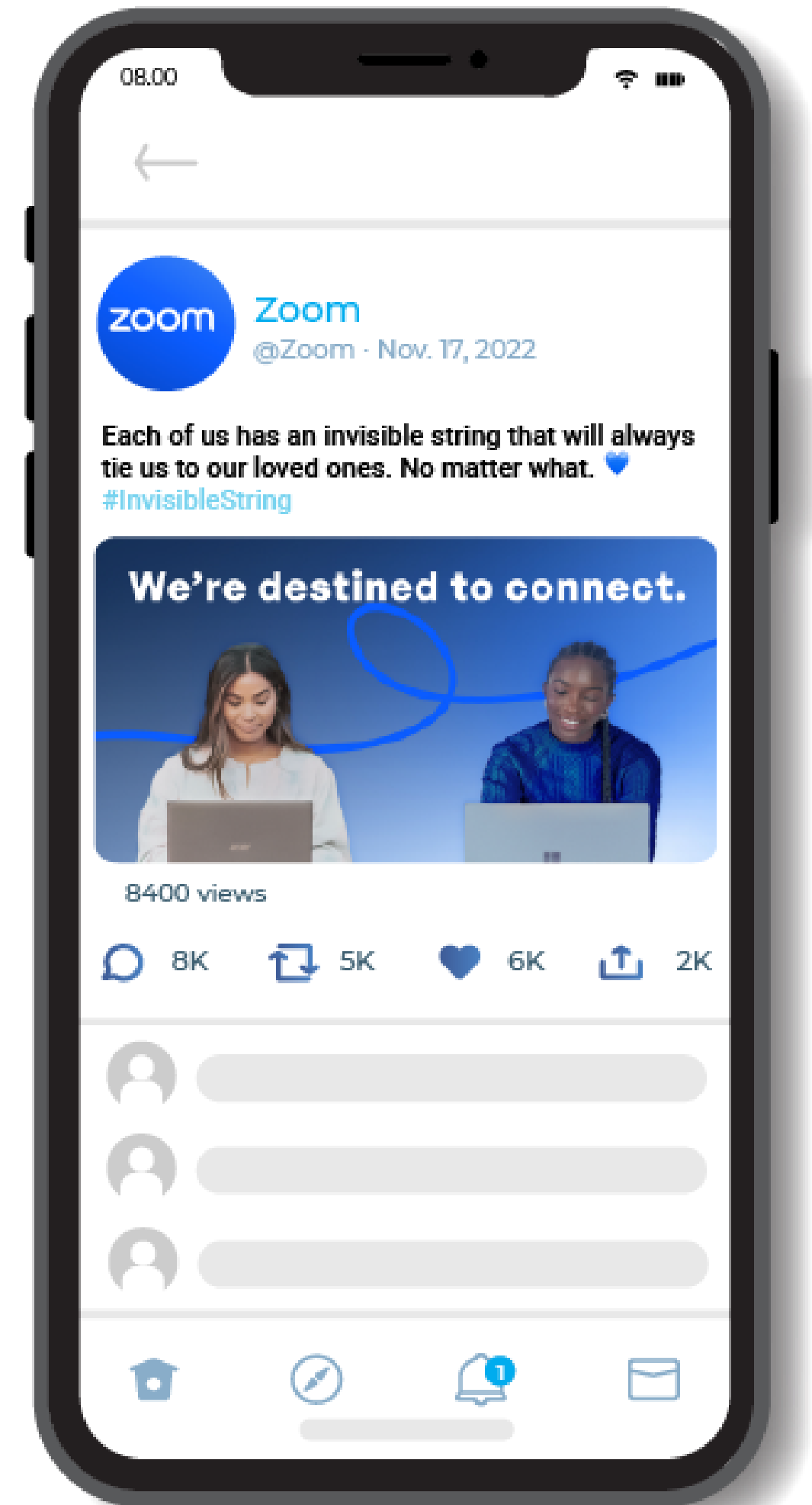


Zoom @Zoom · Nov. 17, 2022

Each of us has an invisible string that will always tie us to our loved ones. No matter what. ❤️

[#InvisibleString](#)

We're destined to connect.



Thanks!



Jade Holloway

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