



Case Study

Acrobat Solutions Vignettes

To assist Adobe in communicating key benefits of Adobe Acrobat software solutions, Scott Design designed, wrote, and produced short Flash-based vignettes, which present key customer pain points and explain how Acrobat solves those challenges.

Photos of frustrated office workers and key words concerning the pain points open each vignette—those are then followed by an upbeat message with animation showing specifically how the product can help the customer.

The focus is more on high-end product benefits—always important in product demos—but the Flash animation also includes displays of the product UI to show how easy it is to take advantage of key features. Adobe representatives used the vignettes to start discussions with potential customers.

Awards:

Gold Award, Horizon Interactive Awards—B2B Interactive Multimedia
Silver Award, BMA Beacon Awards—Multimedia Product or Training
Silver Award, Silicon Valley ADDY Awards—B2B Interactive Multimedia
Bronze Award, Silicon Valley ADDY Awards—B2B Interactive Multimedia

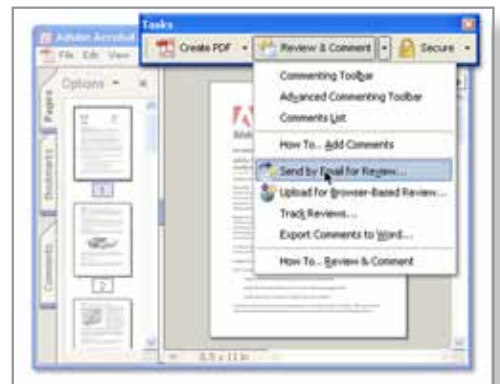
a Introduction

b Animated feature demo

c Animated feature demo



a



b



c