

QUANGO



CASE STUDY: MENTOR GRAPHICS

Selling products has never presented a challenge for Mentor Graphics—without their diverse offerings, many of today's most influential high-tech products would not exist. However, with the launch of an innovative new USB intellectual property (IP) subsystem, Mentor Graphics needed to educate target audiences both online and at tradeshows. QUANGO was hired to create a Flash-based product demonstration summarizing the subsystem's features and benefits.

CHALLENGE

In developing the demo concept, QUANGO recognized that the messaging and tone had to be just as distinctive as Mentor Graphics' business values and corporate goals. QUANGO decided to combine live video with animated diagrams, music and voice-over to maximize the appeal of the presentation and ensure that the demo would stand out and be remembered.

IMPLEMENTATION

With an established project goal that was reviewed and approved by Mentor Graphics, QUANGO set to work. Facing an unyielding deadline, QUANGO focused internal resources on the job. A Flash demo was delivered on time and on budget for Mentor's international product launch.

PAYOFF

Impressed by the quality of QUANGO's work and the integrity displayed throughout the project, Mentor Graphics again chose QUANGO to develop a broader marketing campaign for upcoming products.

See QUANGO's complete approach to design and marketing: www.quangoinc.com/what-we-do