

Ellix Brand Film

The background:

Ellix is a Europe's leading TBM consultancy located in Switzerland. They help enterprises to get more efficient in costs and value. They are requested when internal functions such as IT, HR, Finance or others fail to demonstrate the value for the money they spend.

Technology Business Management (TBM) is an IT management framework that implements a standard IT spend taxonomy. It enables organizations to disaggregate IT spending into smaller, consistent categories to provide CIOs and other C-suite executives with a more accurate and detailed understanding of their organization's IT costs. This allows CIOs to identify duplicative or unnecessary spending and to make better informed decisions regarding future investments.

The task:

We were approached to create an animated brand film for Ellix that will be featured on their new home page.

"To create value means to grow. To grow means to get more complex. The more complex things get, the risk of losing focus, control, and orientation arises" were the key messages that needed to be tied together into one continuous flowing story.

The solution:

The underlying structure was built on how Ellix approach their work - by spotting actions, creating links, inspiring processes and generating value.

We used a clever mix of 2D and 3D techniques and a strong abstraction to visualize the problem and highlight the unique approach of our client. To make the otherwise geometric design more accessible to the target audience, we incorporated the human characters into the plot.