



DRIVEMODE

Integrated Modular Distributed Drivetrain for Electric & Hybrid Vehicles

DRIVEMODE Project Animation Video

D8.3: Project animation video
WP8, T 8.2

Authors: Marcello Bardellini, Mario Martinoli, Elena Gaboardi (ICONS)



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N°769989

 **DRIVEMODE**

Technical references

Project Acronym	DRIVEMODE
Project Title	Integrated Modular Distributed Drivetrain for Electric & Hybrid Vehicles
Project Coordinator	Mikko Pihlatie VTT Technical Research Centre of Finland mikko.pihlatie@vtt.fi
Project Duration	November 2017 – October 2020 (36 months)

Deliverable No.	D8.3
Dissemination level*	PU
Work Package	WP8 – Dissemination and exploitation
Task	T8.2.1 – Visual identity
Lead beneficiary	12 (ICONS)
Contributing beneficiary/ies	1 (VTT)
Due date of deliverable	31 August 2018
Actual submission date	18 October 2018

* PU = Public

PP = Restricted to other programme participants (including the Commission Services)

RE = Restricted to a group specified by the consortium (including the Commission Services)

CO = Confidential, only for members of the consortium (including the Commission Services)

v	Date	Comment	Author	Beneficiary
0.1	16/08/2018	Initial draft	Marcello Bardellini, Mario Martinoli, Elena Gaboardi	ICONS
0.2	18/08/2018	Comments and suggestions	Alexander Smirnov	VTT
0.3	22/08/2018	Executive Summary, Script update	Marcello Bardellini	ICONS
0.4	14/09/2018	TMT approval	Yujing Liu	Chalmers
0.5	4/10/2018	Minor corrections	Marcello Bardellini	ICONS
0.51	4/10/2018	Final corrections	Alexander Smirnov	VTT



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1.0	18/10/2018	Final check and submission	Mikko Pihlatie	VTT
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Executive Summary

The current report, D8.3 Project Animation Video, is aimed at providing evidence about the DRIVEMODE audio-visual approach implemented for the production of the Project Animation Video.

This activity is related to Task 8.2.1 and the Animation video has being developed mainly for online distribution through the project website with the aim to raise awareness on the project objectives and innovation, preserving its visual and written identity as described in D8.1.

Attainment of the objectives and if applicable, explanation of deviations

The final release of the DRIVEMODE video has been delayed by about one month with respect to the foreseen timeline (M10) to ensure that all relevant messages and concepts are conveyed through the script and that the visual animations reflect it in a proper way.



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Abstract

The current report, D8.3 Project Animation Video, is aimed at providing evidence about the DRIVEMODE audio-visual approach implemented for the production of the Project Animation Video.

The storyline of the video has been selected according to the main target addressed, content, distribution channel and messages. To complete the audio-visual strategy of the project and in addition to the animation video, at least 3 video interviews will be produced towards the end of the project and to sustain future uptake of project outcomes.

The Project Animation Video has been produced by ICONS in close collaboration with the project coordinator VTT. All audiovisual materials will be produced in line with the visual identity of DRIVEMODE.



Production

The main objective of the Project Animation Video is to raise awareness upon DRIVEMODE objectives and to present the project in an easy-to-understand way through a web-video based on animations, simulations and info-graphics and addressing potential adopters at large.

The production process followed for the DRIVEMODE animation video went through three main phases with the aim to maximize the impact potential of the contents, namely, content development, release, distribution and monitoring. The following image provides with an overview of the approach followed to release of the video.

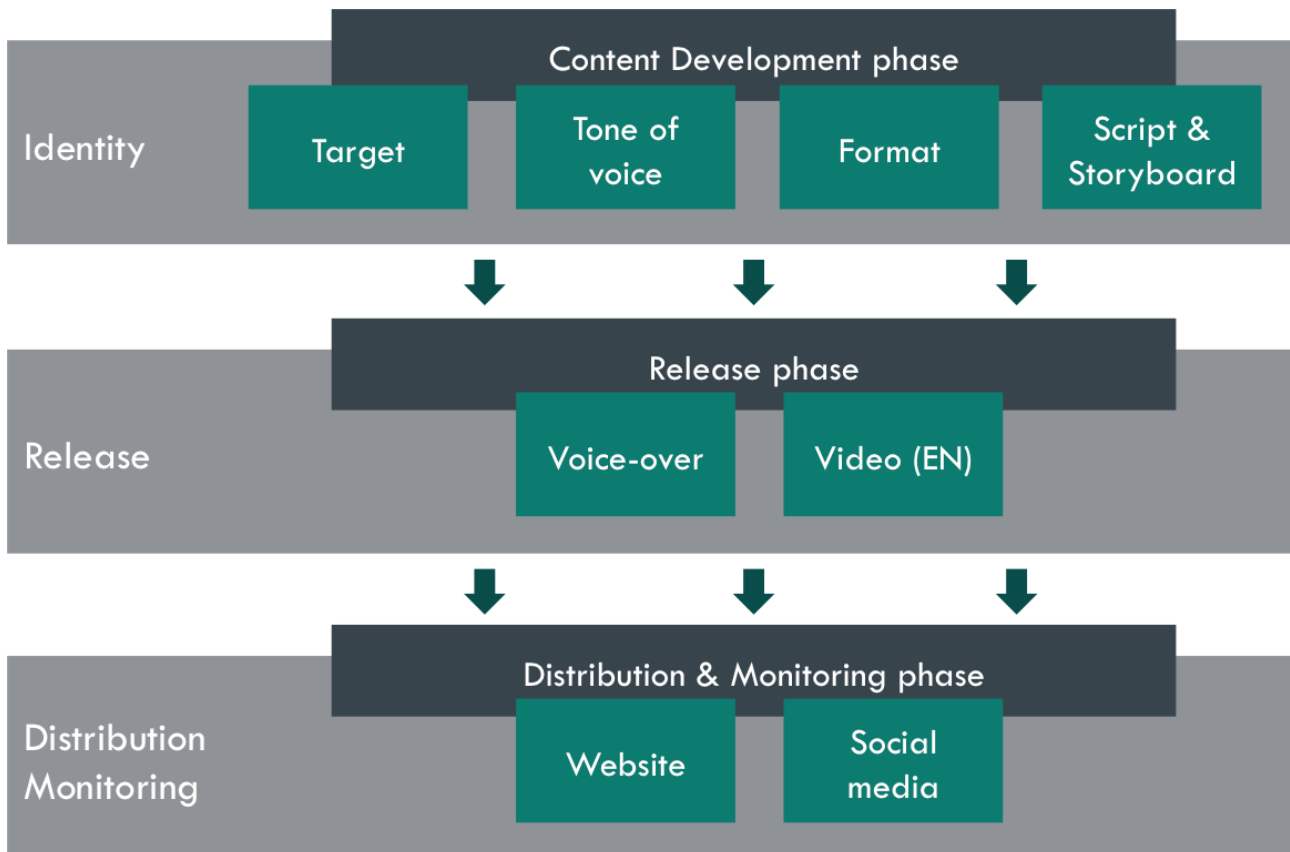


Figure 1: DRIVEMODE video production process



Content development

The content development phase represents the first step aimed at defining the identity of the video both in terms of visual elements as well as written, in line with the DRIVEMODE visual identity outlined in D8.1, Dissemination and Communication Plan. To ensure coherence with the latter, one of the main aspects addressed the identification of the targets of the video, which have been identified in the automotive industry and stakeholders.

Another important aspect, which was addressed during this first phase, was the selection of the appropriate video format to convey technical information, however, in a catchy and easy to understand way: the web designed video format, lasting approximately 1 minute and a half and making use of graphic elements and animations, fit to the purpose of creating a narrative about the project, its innovative approach and main objective to integrate single components into a compact drivetrain module ready for mass production and scalable to serve different vehicle classes.

The format selected is highly suitable for web and social media distribution, since the use of animations and the adoption of a simple tone of voice help to capture the attention of online audiences on the project technical aspects. To ensure a complete web experience and understanding, English subtitles have been added.

The definition of all these components, the messages, tone of voice, format and target brought the video to its core phase: the script production.

DRIVEMODE video script

The script represents the written narrative that has been produced aiming at providing an overview of the integrated drivetrain module developed by the project, its scalability to serve different vehicle classes and, thus, multiple market segments of the electric and hybrid vehicles. The following text represents the video script, which has been used for producing the English voiceover.

They will keep on turning and going forward... but the power is pounding differently across vehicles

Designers and manufacturers of automotive components strive to find integrated solutions with the lowest footprint ready for mass production

DRIVEMODE is a European project answering to this demand for innovation by developing efficient and cost-effective drivetrain modules for distributed drive

It integrates a high speed motor with a high speed gearbox and silicon carbide power electronics into one, compact and modular frame powered by a high-voltage battery

which fits in all type of mass produced electric and hybrid cars

from light and C & D passenger vehicles to light duty and high performance vehicles

A scalable powertrain design for different market segments



Increasing by 50% e-motor speed and by 30% the torque and power of electric motors, whilst reducing motor losses by half

The concept will be tested and validated in a demonstration vehicle, opening the doors for a broader and global uptake

Its design holds the key to answering the current and future challenges of electric vehicles manufacturing

Learn more about DRIVEMODE and stay updated with its latest developments

Storyboard

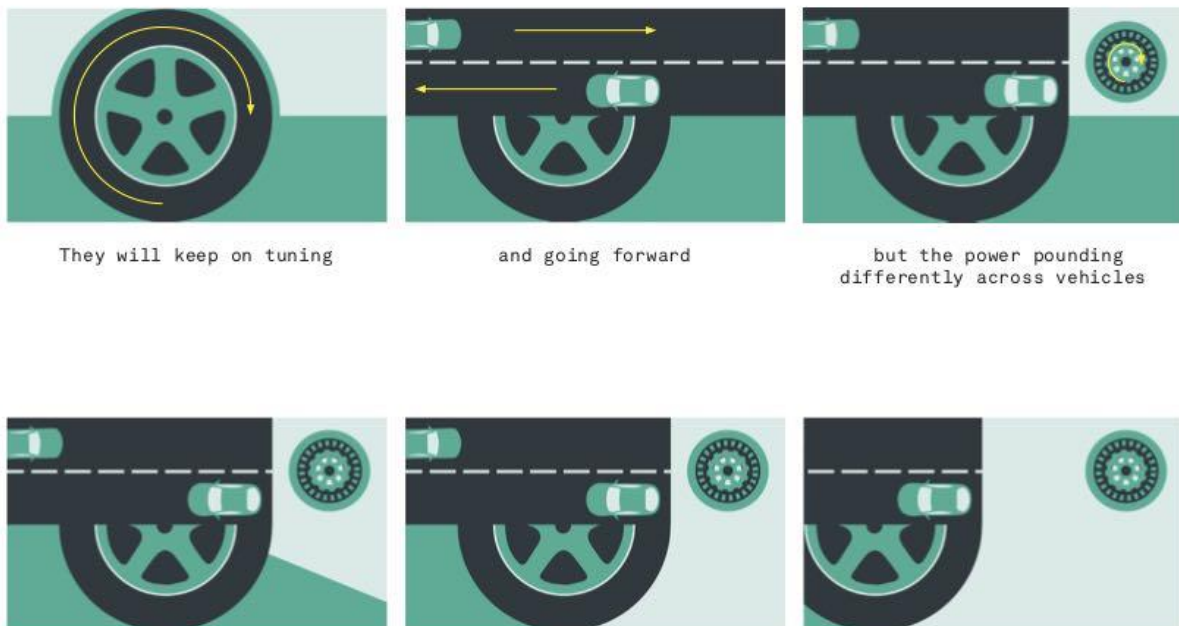
In parallel with the production of the script, a Storyboard was produced, combining the narrative created with the animations designed to give a visual identity to the DRIVEMODE approach and the key concepts outlined highlighted by the story.

The Storyboard presents a visual narrative about the key critical needs of the automotive industry related to the components integration into one, compact powertrain design ready for mass production and scalable to cover different vehicle classes.

The following images provide with an overview of the DRIVEMODE Storyboard designed.

DRIVEMODE_Storyboard

p. 1



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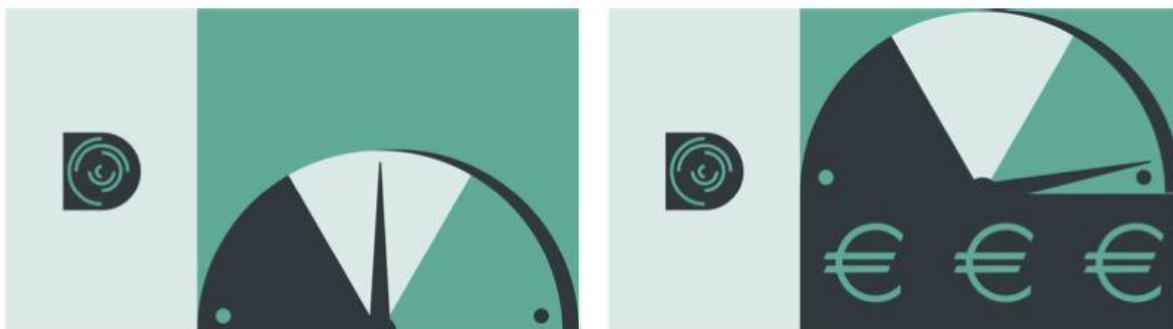
DRIVEMODE

DRIVEMODE_Storyboard

p.3



DRIVEMODE is a European project answering to this demand for innovation



by developing efficient

and cost-effective drivetrain modules for distributed drive

DRIVEMODE_Storyboard

p.5



which fits in all type of mass produced electric and hybrid cars



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DRIVEMODE_Storyboard

p. 6



from light and C & D passenger vehicles
NOTE: the three parts of the motor can be integrated



to light duty and high performance vehicles

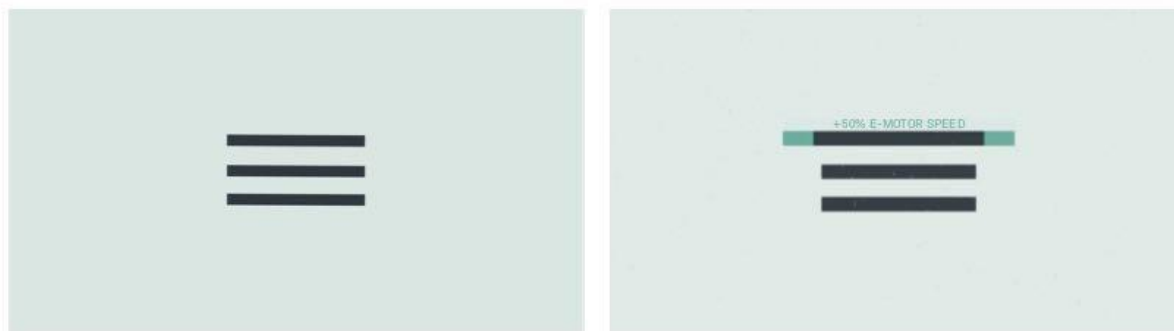
DRIVEMODE_Storyboard

p. 7



DRIVEMODE_Storyboard

p. 8



Increasing by 50% e-motor speed and by 30% the torque and power of electric motors, whilst reducing motor losses by half

DRIVEMODE_Storyboard

p.10



The concept will be tested and validated in a demonstration vehicle



opening the doors for a broader and global uptake



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DRIVEMODE_Storyboard

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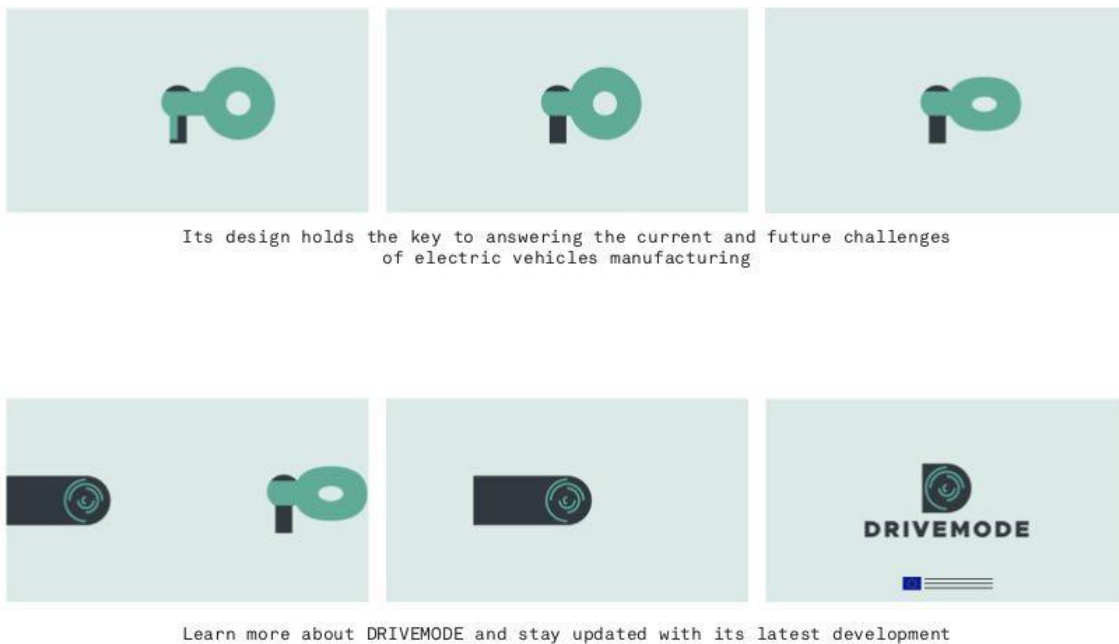


Figure 2: DRIVEMODE video storyboard



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Release, Distribution and Monitoring

Release

During the content development phase, the script and the storyboard have been subject to few revisions and updates to ensure consistency among the project objectives, the messages conveyed and the animations.

Distribution and Monitoring

The audio-visual strategy has been designed to support the impact of the project animation video towards online audiences. To this extent, an online distribution strategy has been implemented, making use of the following channels:

- DRIVEMODE website: the video has been published on the project website as dedicated news and will be embedded in a dedicated layer of the home page.
- YouTube: a dedicated [YouTube channel](#) has been launched to host DRIVEMODE video.
- LinkedIn: through the ElectricDrivetrainInnovation Cluster LinkedIn page jointly managed by DRIVEMODE, ModulED and ReFree Drive.

The online distribution strategy adopted by ICONS to sustain the video outreach is combined with a monitoring methodology that is able to provide data upon its impact. To this extent, the video is being shared on Twitter with the use of the dedicated hashtag defined as part of the project social media strategy (#DRIVEMODEH2020) to align the content to the overall impact monitoring strategy.

Beyond online distribution, the format is also suitable for offline distribution at fairs and conferences.



Conclusion

The DRIVEMODE animation video represents a core dissemination format enriching the project identity and raising awareness upon the innovative aspects of the project and its objectives by using a simple but precise language and tone of voice.



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