

RONAGO



VENDOR GUIDE
VERSION: 2025



01 What is RONAGO?

RONAGO is RONA's microlearning platform powered by Axonify, designed to deliver short, engaging learning experiences directly to store associates— on their zebra devices or personal smart phones. Each module is under five minutes and focuses on practical, action-oriented knowledge associates can apply immediately.

While **Workday Learning** hosts long-form, structured courses, the **RONAGO** app is where quick, impactful content lives — ideal for product knowledge, quick task tips, or customer service best practices. Learn more about Axonify [here](#).

Why Create Content for RONAGO?



Visibility

Increase visibility and awareness of your products directly with frontline teams.



Growth

Drive sales growth through microlearning — we've seen measurable improvement in product movement following RONAGO campaigns.



Advocacy

Build brand advocacy: when associates understand and believe in your products, they recommend them with confidence.



02 Creating Your Own RONAGO Videos

What We're Looking For

RONAGO vendor content supports our three core learning streams. Each video should align with one of these categories to ensure relevance, consistency, and brand accuracy.

1. Product Knowledge

- Focus on the *what* — features, functions, and benefits.
- Examples: explaining product advantages, material differences, or performance tips.

2. Project Knowledge

- Focus on the *how* — demonstrating usage, project steps, or complementary tools.
- Examples: how to use products in common projects, prep and finishing tips, seasonal DIY applications.

3. Sales Skills

- Focus on the *why* — helping associates connect products to customer needs.
- Examples: customer conversations, upselling strategies, or how to recommend the right solution.

Vendor videos are the foundation for Product Knowledge content but may also support Project or Sales streams depending on their application.

What to Include

RONAGO videos are short, conversational, and built for mobile. Each video should be **3–5 minutes long**, focused on **one topic or product**, and should follow this basic structure regardless of the length:

1. **Product or Project Introduction** – Show and name the product clearly or explain the project.
2. **Key Features or steps** – Highlight 2–3 main selling points.
3. **Customer Benefits** – Explain how it helps customers (saves time, improves quality, etc.).
4. **When to Recommend** – Describe who the product is for or when it's best used.
5. **Quick Selling Tip or Ad on** – End with a simple, practical sales cue.

The narrator should speak naturally and with energy — as if you're training a teammate, not presenting a script.

Three Ways to Create Your Videos

1. Do It Yourself (with a Budget) - [Sample](#)

- Use professional or semi-professional filming tools or video editing tools.
- Ideal for vendors with internal marketing or media teams.
- Follow RONAGO specs: MP4 or MOV, minimum 720p, under 300 MB, with English or French captions.

2. Do It Yourself (Limited Budget) - [Sample](#)

- Record on your phone, laptop camera, or using screen-recording tools like **Loom** or **Camtasia**.
- Ensure clear lighting, good audio, and a clean background.
- Use RONA store settings or product displays for context (*Store Manager approval needed*).

- Check out an example here of an affordable DIY product video [here](#).
3. **Hire a RONAGO-Experienced Partner** - *Sample available from Partner*
- If you prefer to outsource, we can connect you with **trusted production partners** familiar with RONAGO's format, tone, and quality standards.
 - They can help script, film, and edit your videos for a ready-to-publish result.
 - Our Recommendations:
 - Bill Misener (bill@epktraining.com) or <https://www.epktraining.com>.



03 Recommended Tools

Creating quality RONAGO content doesn't have to be expensive. Below are some suggested tools for recording, editing, and enhancing your videos — from free options to professional-grade platforms.

● Video Creation / Editing

- [Adobe Premiere Pro](#) – \$35/month — Professional video editing with advanced transitions, subtitles, and colour correction.
- [CreateStudio Pro](#) – \$70 one-time license — Easy drag-and-drop tool for animated and live-action microlearning videos.
- [Clipchamp](#) – Free on Windows — Simple, built-in video editor with templates, trimming, and auto-captioning.
- [Snipping Tool](#)– Built-in on most PCs — Excellent for screen recording or pictures, tutorials, and polished edits.
- [Loom](#) – Free basic / \$12.50 per month Pro — Record quick webcam and screen videos ideal for product walkthroughs.

● Text-to-Speech (TTS) / Voiceover Tools

- [ElevenLabs](#) – \$35/month — High-quality AI voice generation in multiple languages and accents.
- [Murf.ai](#) – \$23/month — Voice-over studio with built-in editing and script alignment tools.
- [WellSaid Labs](#) – \$44/month — Professional AI voices for corporate and training content.

● Stock Images / Assets

- [Vecteezy](#) – Free / Premium \$10/month — Large collection of free and commercial-use icons, photos, and illustrations.
- [Adobe Stock](#) – \$30/month — Premium licensed stock photos, videos, and templates.
- [Pexels](#) – Free — Royalty-free photos and videos perfect for backgrounds or visuals.
- [Pixabay](#) – Free — Thousands of open-license images and graphics for commercial use.
- [Envato Elements](#) – \$16.50/month — All-in-one subscription for stock footage, templates, icons, and background music.



04 Ready to submit? Contact Us

You can submit your RONAGO content using **one of two simple options**:

Option 1: Send Us a Downloadable Link:

Please Provide:

- A link to your downloadable English video (MP4, MOV, or web link)
- A link to your downloadable French video (MP4, MOV, or web link)

Important:

We cannot access files hosted on some document sharing platforms requiring special permissions such as **Weshare, WeTransfer, Google Files, etc.** Only **direct, unrestricted download video links** are accepted. We recommend the Vimeo platform for sharing.

Option 2: Request a Private Upload Folder:

If you prefer not to send download links:

- Contact us to receive a **private RONA upload folder** where you can safely deposit both videos.
- Once uploaded, L&D will confirm receipt and initiate the review process.

Option 3: Provide a YouTube Link:

If your videos are already hosted on YouTube:

- Share the **YouTube link(s)** to your English and French videos.
- In your email, you must **explicitly state** that you give RONA **permission to link, embed, or reference these videos within our Learning Management System.**

This written permission is required before we can use your video in RONAGO.

Need help?

For guidance on the best product to feature, contact your RONA Merchandising partner. For guidance, feedback, or to connect with our team, contact us at ronago@rona.ca.