



REVOLUTIONIZING PRODUCT LAUNCHES WITH 3D INTERACTIVE SPACES

Craft a Robust Brand Identity for your Product and Seamlessly Customize Your 3D Interactive Space for Target Audiences and Buyer Personas

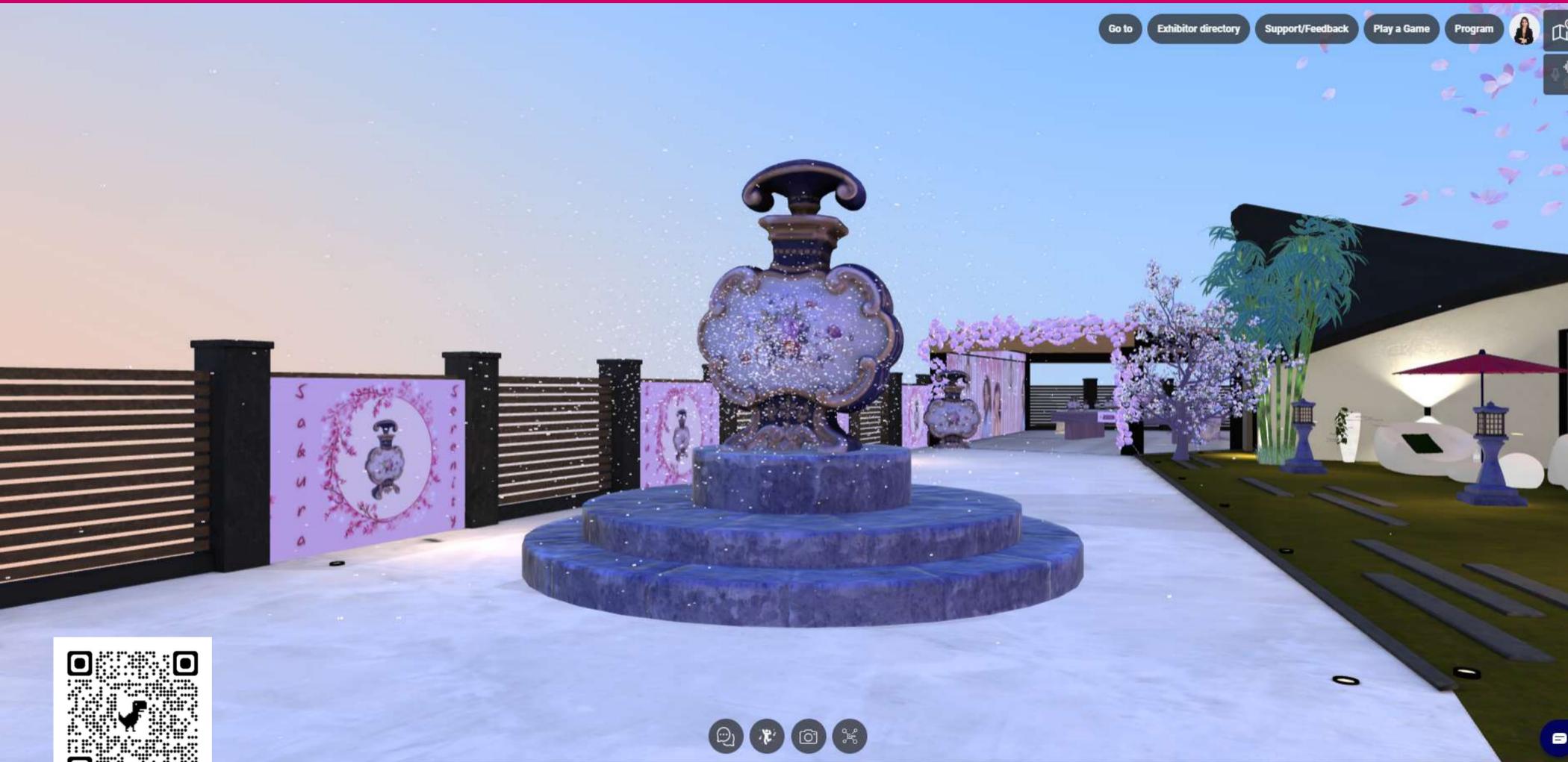
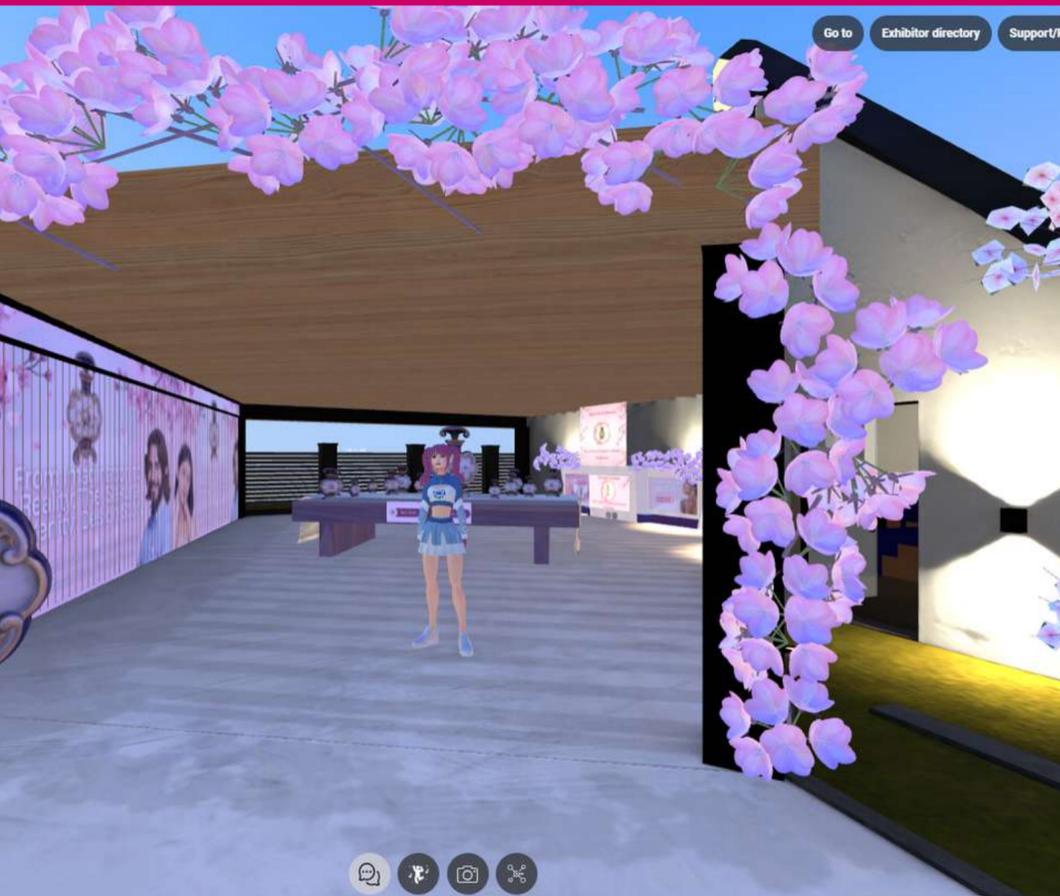


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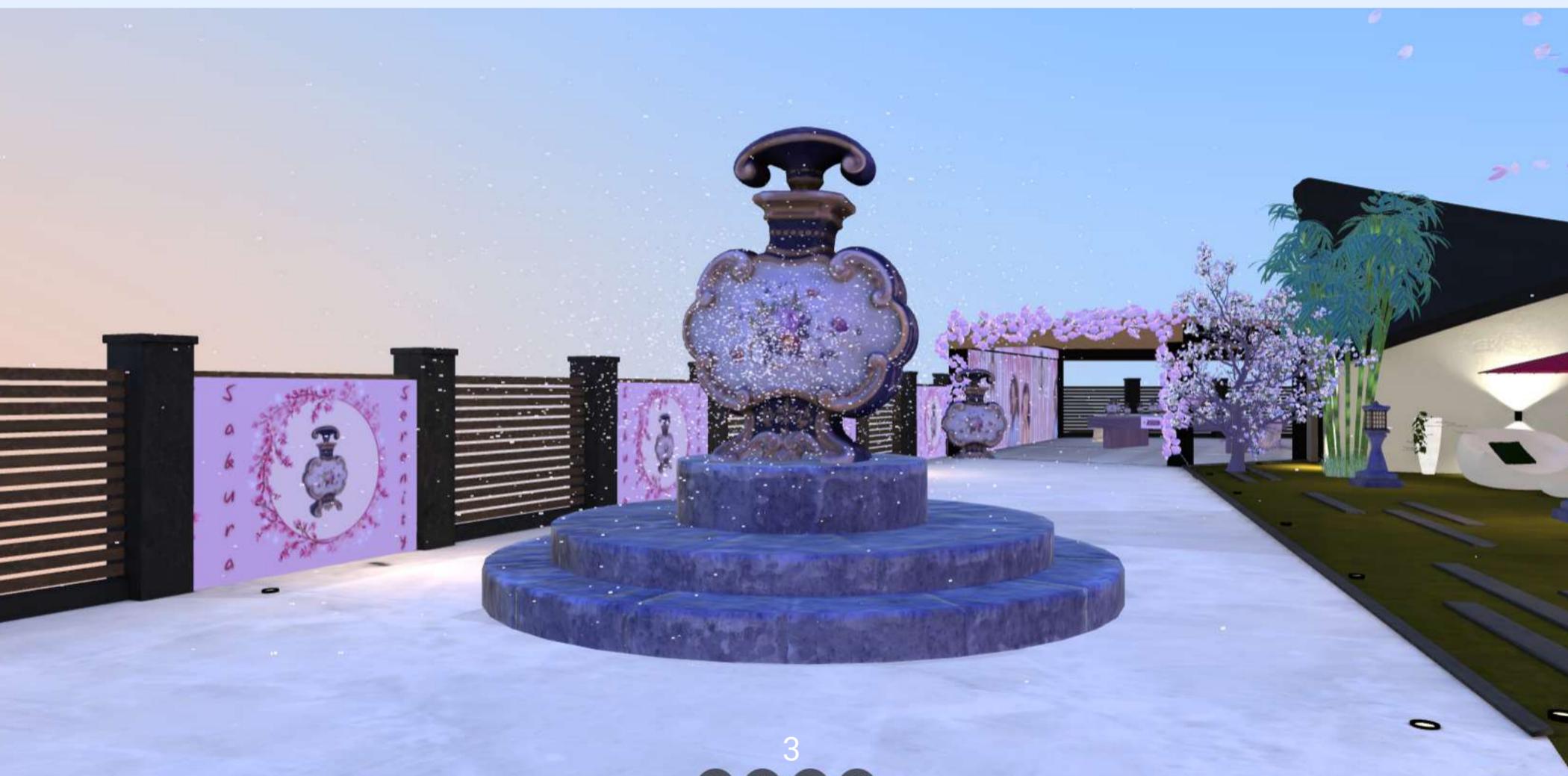
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I- EXECUTIVE SUMMARY

Unlocking a successful product launch necessitates a holistic marketing strategy that weaves together premium content creation, both in the digital and physical spheres, and careful promotion. Content creation intricacies, characterized by complexity, consistency prerequisites, and promotional demands, are common hurdles for marketers.

Leveraging 3D Interactive Spaces offers a seamless, all-in-one solution for generating pre-launch excitement, showcasing your product, educating your audience, weaving compelling narratives, providing AI-guided assistance, streamlining event management, and automating your marketing efforts. This innovative approach simplifies content creation, amplifies user engagement, and streamlines the product launch process, making it an invaluable tool to tackle the challenges marketers face when orchestrating a triumphant product launch.

For deeper insights and strategies on implementing an interactive 3D platform for your product launch campaign, consult our comprehensive whitepaper. It explores the possibilities and challenges while emphasizing the pivotal role of well-executed content in the success of your product launch.



II- PRODUCT LAUNCH EVENT

II-1 The Opportunity

A groundbreaking solution is revolutionizing the content creation and distribution process: 3D interactive spaces. These fully customizable spaces are created and updated in real-time, equipped with multiplayer avatars, AI tools, VR compatibility, event management software, embedded games and scoring systems, and real-time interactivity analytics. They serve as versatile tools throughout every stage of a product launch.

1.Soft Launch: Create your 3D space for your Product Launch and consider a soft launch or beta testing to gather feedback from early customers and make improvements.

2.Pre-Launch Phase: 3D spaces are ideal for generating anticipation and capturing interest before the product launch. They enable the creation of teaser videos, social media content, blog posts, and engaging email announcements tailored to captivate your audience.

3.Product Showcase: These spaces provide an engaging and interactive platform to exhibit your product. Users can virtually explore and interact with the product, gaining a deeper understanding of its features and benefits.

4.Educational Content: 3D spaces create an ideal environment for crafting educational content, including video tutorials, interactive games, and simulations. This ensures that potential customers are well-informed and engaged.

5.Storytelling: The 3D space serves as a dynamic canvas for storytelling, enabling you to effectively narrate your product's journey, convey its unique value proposition, and craft outstanding advertising campaigns.

6.AI Assistance: Incorporating an AI assistant guides users through the experience, offering information about your products and services.

7.Gamified Experiences: Enable multiplayer interactions and include interactive games, challenges, or quizzes related to the product or brand. Participants can earn rewards, points, discounts, or prizes, enhancing their involvement and excitement, all while featuring leaderboards. Users can explore your 3D space in VR mode, interact with your product, and create a memorable immersive experience. Additionally, you can host contests or competitions with a gaming twist and organize live game shows during your product launch events.

8.Marketing Automation: 3D spaces automate the generation of landing pages and email campaigns for your events, simplifying the marketing process.

9.Launch Event Management: These spaces come equipped with event software, simplifying the organization of interactive and exciting events, including livestreaming and onboarding keynote speakers. This facilitates the organization of an exceptional, modern, and interactive event to create a buzz for your product launch. It allows your community to participate, ask questions, and interact with your company representatives during the events.

10.Post-Launch Marketing: Keep the 3D space open 24/7 after the launch event, enabling people to join, view event replays, and sustain momentum. This approach helps reach new customers beyond the initial launch.

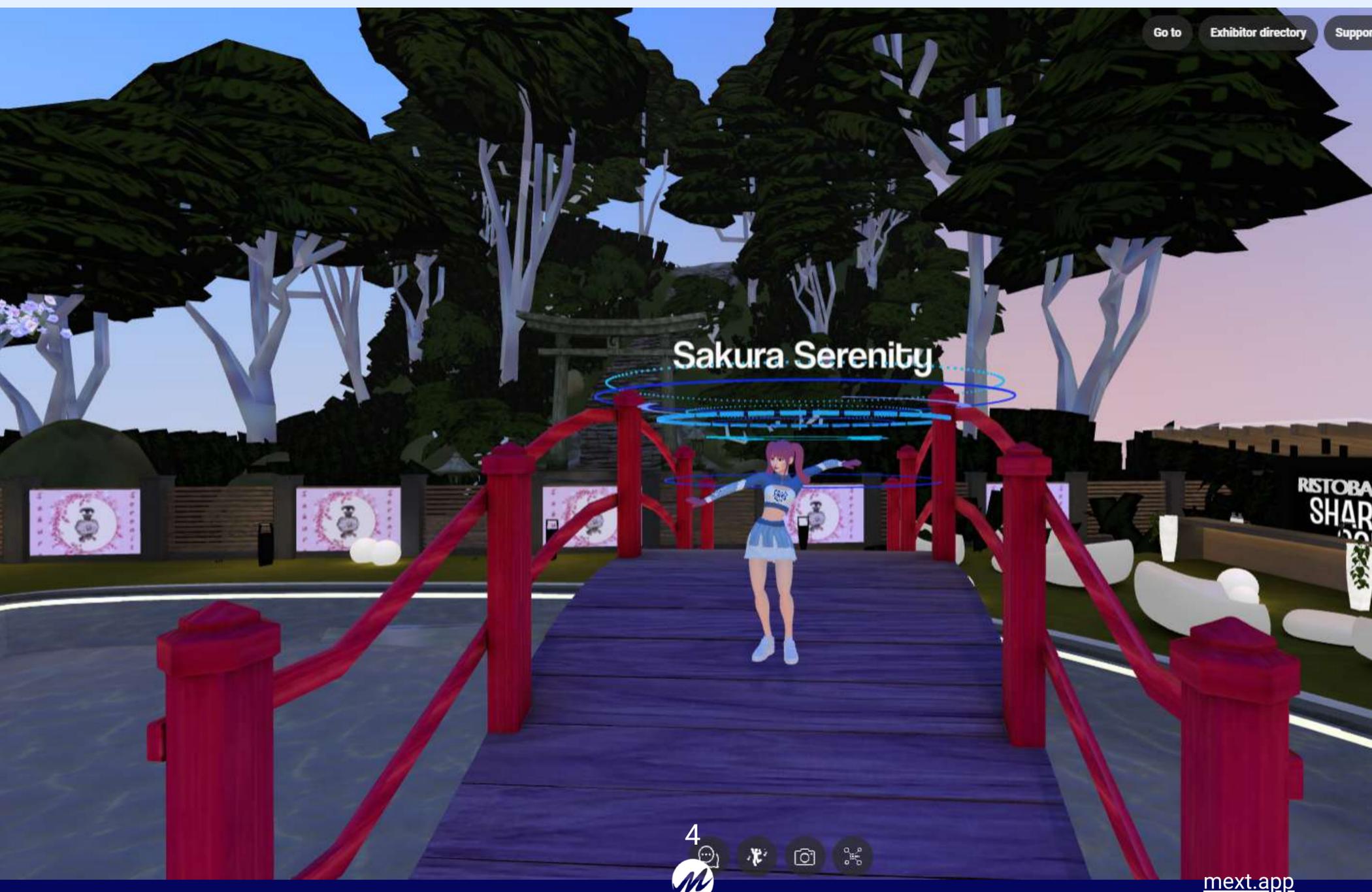
All of this can be accomplished with a reasonable and flexible budget, laying a strong foundation and preparing you to pivot your strategy based on market responses and customer feedback. It represents an agile approach that allows you to easily adapt and change your 3D spaces, content, and product launch strategy, delivering promptly tailored content and contingency plans as needed.

II-2 The Challenges

Embarking on the creation of 3D spaces for a product launch campaign offers immense benefits, but it also presents a range of potential challenges:

- **Getting Started:** For those without prior experience in building 3D spaces, the initial steps can be daunting.
- **Creating Detailed 3D Models:** Crafting intricate 3D models of your products demands a certain level of technical expertise and resources.
- **User Adoption:** Users may require time to familiarize themselves with the technology and its interactive features.
- **Financial Considerations:** Managing the additional financial costs associated with creating and maintaining 3D spaces is a critical factor to address.

In the forthcoming sections, we will introduce the Mext platform, a comprehensive solution designed to address these challenges and streamline your product launch endeavors.



III. MEXT METAVERSE PLATFORM

III-1 Getting started

Embarking on this journey encompasses two essential facets: the technical solution for constructing your captivating 3D interactive space and the art of crafting a space that aligns seamlessly with your product's brand positioning. The good news is that the technical side has been made highly accessible through the Mext platform, which seamlessly caters to your 3D web aspirations, available on a wide array of devices, including PCs, tablets, mobile devices, and even VR/MetaQuest.

To initiate this exciting venture, simply visit the Mext website at <https://mext.app/>. There, you can effortlessly register and select a plan tailored to your needs, ranging from the free basic plan to the advanced plan with the capability to create multiple scenes. Upon registration, you gain instant access to the user-friendly administrator interface, complemented by an assortment of tutorials for step-by-step guidance. Within this interface, you can seamlessly integrate 3D models, introduce your virtual AI assistant, arrange events, extend invitations to your community, customers, and prospects, and incorporate interactive games and scoring systems - all within a unified platform, complete with comprehensive tutorials.

In conjunction with the technical groundwork and bolstered by the support of the Mext team (support email), we've curated an extensive document (document link) replete with invaluable tips and tricks. This resource serves as your guide to navigate the intricacies of designing your 3D product launch space, ensuring optimal product presentation. It delves into specifics such as product placement, groupings, ambiance, and signage, offering insights to guide customers seamlessly through an enjoyable 3D space experience.

But our guidance extends beyond aesthetics. The document equips you with the knowledge to leverage your 3D space for an impactful product launch and the creation of high-quality content. This content is instrumental in crafting effective marketing campaigns that not only promote your products but also elevate your product launch event. Additionally, you'll discover how to orchestrate events that foster valuable connections with your customers, the very threads that weave long-term loyalty.



III-2 Creating Detailed 3D Models

The process of crafting a precise 3D digital twin of your product can be streamlined through a five-step journey:

- **Choose the Right 3D Modeling Software:** Your initial step involves selecting the ideal 3D modeling software that aligns with your specific needs.
- **Gather Reference Resources:** Next, gather a collection of reference resources that will serve as invaluable guides in creating precise 3D product models.
- **Craft 3D Product Models:** Utilize these gathered resources to meticulously craft detailed 3D product models, ensuring accuracy and authenticity.
- **Add Final Touches to Your 3D-Rendered Product Images:** Pay meticulous attention to detail as you add the final touches to your 3D-rendered product images, ensuring a polished and professional result.
- **Publish Your 3D Product Images:** Share your completed 3D product images with your audience to effectively showcase your products.

For guidance throughout this process, we've thoughtfully prepared a comprehensive document ([link to document](#)) to assist you in the creation of 3D models for your products. While the initial stages, particularly the early ones, may present challenges, overcoming these initial hurdles paves the way for a notably smoother journey in creating precise 3D product models.

Alternatively, if you have the budget, you can collaborate with professionals.



III-3 User adoption

Creating a seamless customer experience within a 3D environment is essential for ensuring a positive 3D space journey. From its very inception, the Mext platform has been meticulously designed with user-friendliness as a central tenet. It incorporates a variety of features to facilitate effortless navigation:

- **Recognizable Icons and Navigation Buttons:** Clear and intuitive icons and navigation buttons have been thoughtfully integrated, serving as reliable guides within the 3D space.
- **AI Virtual Assistant:** An AI virtual assistant is readily available to provide assistance, answer inquiries, and enrich the customer's exploration.
- **Directional Markers:** You have the flexibility to include directional markers, assisting visitors in finding their way within your product launch space.
- **Mini-Map:** A mini-map offers customers a comprehensive overview of your space layout at a glance, enabling them to navigate with ease.
- **Guided Tours:** For those seeking a curated experience, guided tours are at their disposal, ensuring they don't overlook key highlights.

Furthermore, your space to launch your product is engineered to be responsive across a wide array of devices, including desktops, mobile devices, and VR headsets.

To further enhance the user experience, we've thoughtfully integrated a concise tutorial and onboarding process for participants entering your 3D space during your product launch. This orientation guides them on how to move, interact with products, and access various features.

For customer support and assistance, a range of tools is at your disposal. Real-time assistance is offered through chat, video interactions, and AI virtual assistants within the 3D environment, ensuring that visitors can readily seek guidance when encountering navigation challenges.



III-4 Financial Considerations

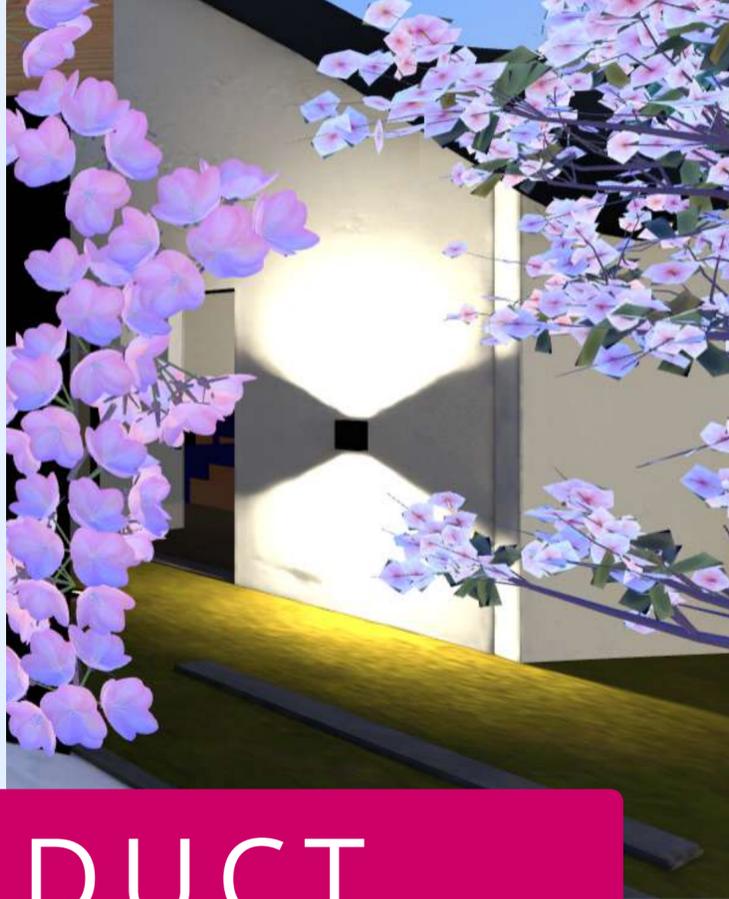
The cost structure of the Mext platform is designed with flexibility in mind, offering a spectrum of subscription options. These options span from a free plan to more comprehensive plans, with costs ranging from several tens to several hundred euros per month. This flexibility empowers businesses to select a plan that precisely aligns with their budget and objectives.

It's crucial to emphasize that adopting such a solution can significantly reduce the financial burden on marketers accustomed to hefty budgets for their product launches. Simultaneously, it opens doors for marketers with limited budgets to create exceptional experiences they might not have been able to afford previously. The cost is thoroughly justified by the substantial enhancements it brings to the overall product launch experience.

Through 3D models, customers gain the ability to explore products in an exceptionally immersive manner, fostering a profound understanding of the products, evoking emotions, and instilling trust in the seller. This heightened comprehension and trust play a pivotal role in influencing purchase decisions.

Furthermore, the investment is substantiated through the 3D space's capacity to facilitate the creation and distribution of compelling content, spanning images, videos, audio elements, and engaging events. This rich reservoir of content is made available at almost no additional cost, adding substantial value to the platform.





PRODUCT

IV-CONCLUSION

Mastering the intricacies of product launches is a multifaceted challenge for marketers, given the complexities of content creation and promotional demands. This whitepaper delves into how 3D Interactive Spaces can revolutionize the product launch process, offering solutions for soft launches, pre-launch excitement, product showcases, create interactive Product Launch event and post-launch marketing, creating immersive and exceptional experiences.

Addressing the challenges in crafting 3D spaces, we introduce the Mext platform as a comprehensive solution. It provides a user-friendly and accessible platform to build 3D spaces, manage 3D models, enhance user adoption, all while maintaining budget flexibility.

LAUNCH





Visit the use case

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