FINALIST 2014 B2B AWARDS

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B2B MARKETING AWARDS 2014

Category number:	**16**
Category name:	**Best SME-targeted campaign**
Campaign name:	**Autodesk Fusion 360. Real People. Real Products. Real Stories.**
Name of agency:	**Torpedo**
Client:	**Autodesk**
Agency website:	**torpedogroup.com**

Total word count (including summary page): **1187 words**

SUMMARY PAGE

Real people. Real products. Real stories.

Autodesk Fusion 360 is the first ever cloud-based 3D CAD application for mechanical and industrial design professionals. Fusion 360 represents a whole new way of working for product designers and engineers.

The Fusion 360 launch campaign specifically targeted the VSB and SMB sector - entrepreneurs, start-ups, and small businesses – people that would be most receptive to the idea of adopting or switching to a cloud-based 3D CAD solution. These people are young, innovative, and creative. Cynical about corporate marketing messages they appreciate honesty and want to get straight to point, so we needed to keep our creative real and believable.

The campaign had 3 main objectives. Firstly, raise awareness of Fusion 360. Secondly, build confidence in the concept of designing in the cloud. And finally to drive adoption of Fusion 360.

With no sales team or resellers tasked with selling Fusion 360, the campaign and microsite were responsible for generating all the demand for Fusion 360.

We wanted to tell a story and keep it real, so who better to let others know the power of Fusion 360 than the users themselves.

Summary word count: 188

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About the client

Autodesk is a world leader in 3D design, engineering, and entertainment software and services.

In 1982, Autodesk launched their first product, AutoCAD. Since then Autodesk has evolved their business and is transforming the way people imagine, design, and create products.

Today, Autodesk products are used by businesses of all sizes across the globe. Many of the products we use, the buildings we live in and work in, and the entertainment we consume has been designed and created with Autodesk software.

Strategy – broader business issues the company is facing

In an increasingly mobile world, professionals are no longer based in the office and project teams are no longer based in the same building, often team members are in different locations and even different continents.

Mobile working and collaboration are two of the most fundamental shifts in the way everyone will work in the future, and as such Autodesk need to create innovative ways to help their customers to use the software they know and trust in new ways. Supporting the way they are working today and will work tomorrow.

If Autodesk don't adapt their current portfolio of products and introduce new ones to support the changing needs of their customers they will loose market share to new, more agile competitors.

Knowing competitor cloud-based 3D CAD products were also in development, it was important that Fusion 360 quickly asserted ownership of the cloud-based 3D CAD space. The unique cloud capabilities and subscription-based licensing of Fusion 360 removes the need for a big investment in high-end hardware and expensive 3D CAD software - making professional level 3D design tools accessible to everyone.

Objectives of the campaign

1. Create awareness

Fusion 360 was a brand new product so it was important to build awareness amongst the target audience. We needed to let customers and prospects know that there was not just a new product available, but also a whole new way of working that could improve the way they design and do business.

2. Build confidence

Change can be scary, and there is still a lot of scepticism about using cloud-based products in an intellectual property driven industry. We needed to build confidence in this new cloud-based approach to industrial design.

3. Drive adoption

Campaign success would be measured on the number of people signing up for Fusion 360. The initial target was 35,000 registered users by the end of January 2014.

The target audience

The Fusion 360 launch campaign specifically targeted the VSB and SMB sector - the entrepreneurs, start-ups, and small businesses - those who would be most receptive to the idea of adopting or switching to a cloud-based 3D CAD solution.

We would need to talk to decision makers and users, which in many cases would be the same person due to the size of business we were targeting.

These people are young, innovative, and creative. They feel part of a broader community and are often keen to share ideas. Cynical about corporate marketing messages they appreciate honesty, transparency, and facts. Our campaign creative would need to be real, genuine, and authentic.

Fast moving and consuming information across mobile platforms, they're looking for agile, flexible solutions that fit in with the way they work and can help them achieve more.

Media, channels or techniques used

Keeping it real and simple formed the core creative strategy. We worked with Autodesk to identify actual Fusion 360 users from the beta testing phase to star in the campaign along with the products they had created using the software. The headlines we based on their own testimonials. A clean, uncluttered design kept the focus on the users. A great showcase for the individuals and for Autodesk.

The creative was rolled out across a multi-channel campaign assets developed at a global level to be localised and implemented at a regional level utilising a broad mix of media.

Campaign assets included print advertising for use in industry publications, online banners and emails. Social media assets and content was also created including campaign imagery sized for use in key social media channels as well as copy to resonate with users of the appropriate social media channels. The campaign was supported by a Fusion 360 community website designed by Torpedo and a Fusion 360 event app.

Throughout the duration of the campaign the different creative was tracked and analysed to discover which creative execution and call to action was performing best. This enabled us to continually improve the creative.



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‘So intuitive, it minimizes a lot of the learning curve – so designing is enjoyable and efficient.’

Alex Lobos,
Professor of Industrial Design,
Rochester Institute of Technology





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‘So intuitive I got right into it, started creating like I was using my hands.’

Erica Nwankwo,
MFA Candidate, Industrial Design





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‘I come from a sculptural background and love working with my hands, so the way you can push and pull surfaces feels intuitive.’

Bridget Sheehan,
MFA Candidate, Industrial Design





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FUSION 360
'Fusion 360 is the power to create magic while riding on a billion horsepower infinite cloud.'
Stan Hisel, Product Designer and Mechanical Engineer
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WANT TO KNOW MORE?

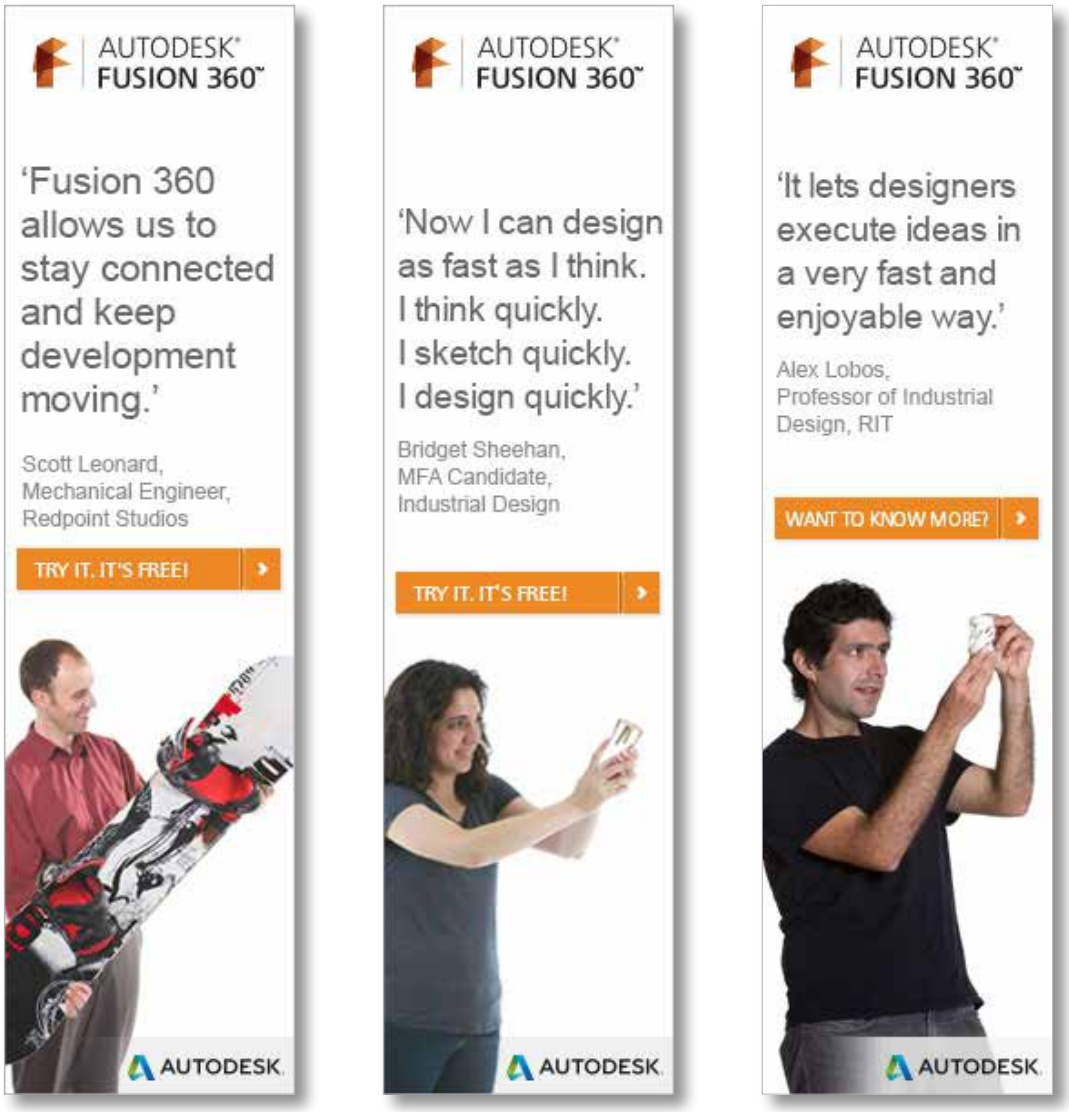

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'Freeform, conceptual sculpting plus precision design in a single package.'
Ron Russell, Owner, Product Designer, Ocean Concepts, Inc.
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TRY IT. IT'S FREE!


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FUSION 360
'So intuitive I got right into it, started creating like I was using my hands.'
Erica Nwankwo, MFA Candidate, Industrial Design
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GET IT NOW!


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'I can take a good base design, let my customer tweak the model and turn it into exactly what they want.'
Matthew Harris,
Industrial Designer,
Orphanage Guitars
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'What drew me in was this fun, new way to pull and twist models into complex shapes.'
David Perry
Founder & Engineer
OpenFab PDX, LLC
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Web banners



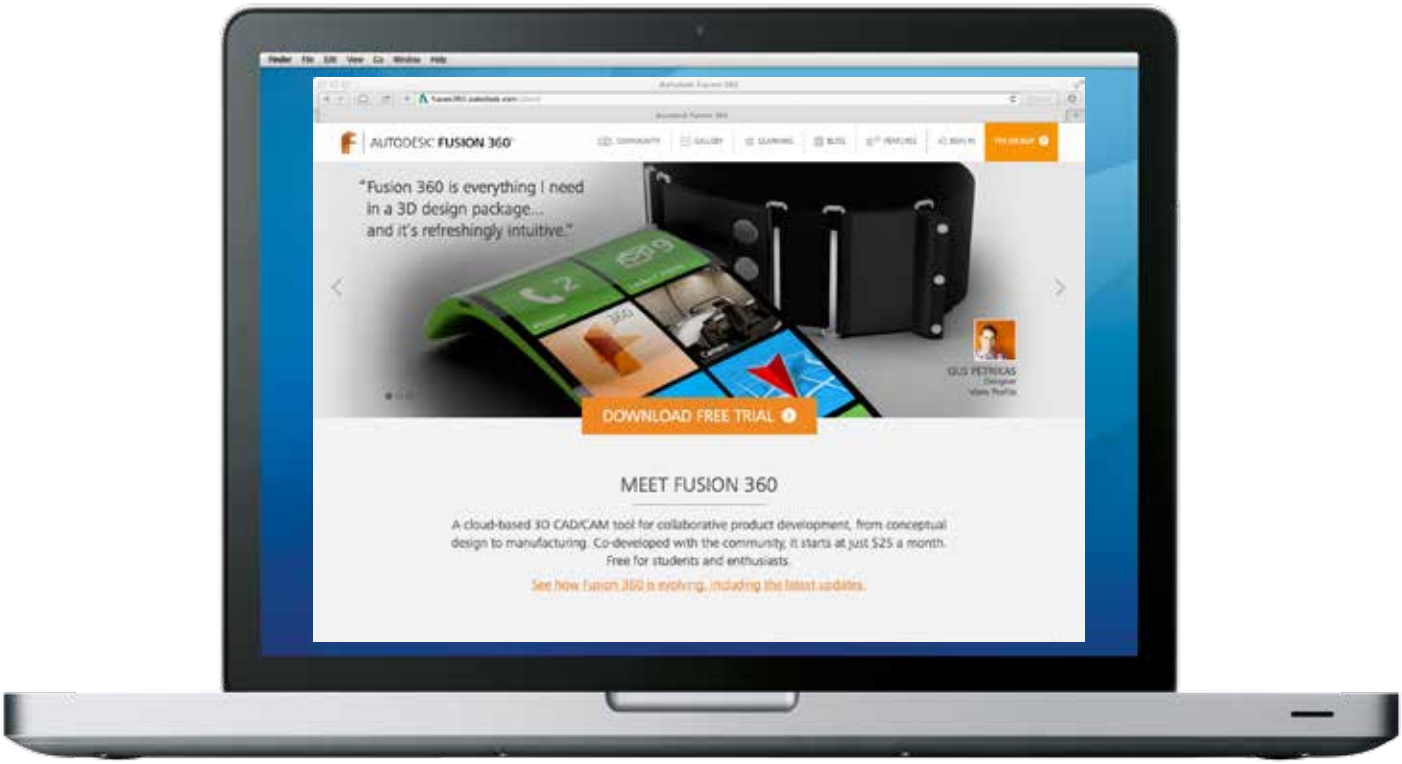
Web banners



Facebook header images

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Community Hub - design



http://fusion360.autodesk.com



Event app

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Timescales of the campaign

These details were provided to judges in the original submission but are commercially sensitive and therefore confidential.

Budgets

These details were provided to judges in the original submission but are commercially sensitive and therefore confidential.

Results

These details were provided to judges in the original submission but are commercially sensitive and therefore confidential.

Client testimonials

> "The Fusion 360 campaign continues to perform well above industry averages, which I think is largely due to this great campaign creative"
>
> Sr. Marketing Manager, Manufacturing. Autodesk Inc.

> "We gave our Torpedo team a challenge, one that seemed impossible, but they delivered. They embraced our desire to keep it real and found the perfect way to incorporate real people and real products into the campaign in a way that felt approachable and genuine. In the end, the results spoke for themselves, being one of the most successful campaigns Autodesk has ever seen."
>
> Product Marketing Manager, Autodesk Fusion 360. Autodesk Inc

Main submission word count excluding summary & section headings: 999

SUBMISSION ENDS

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