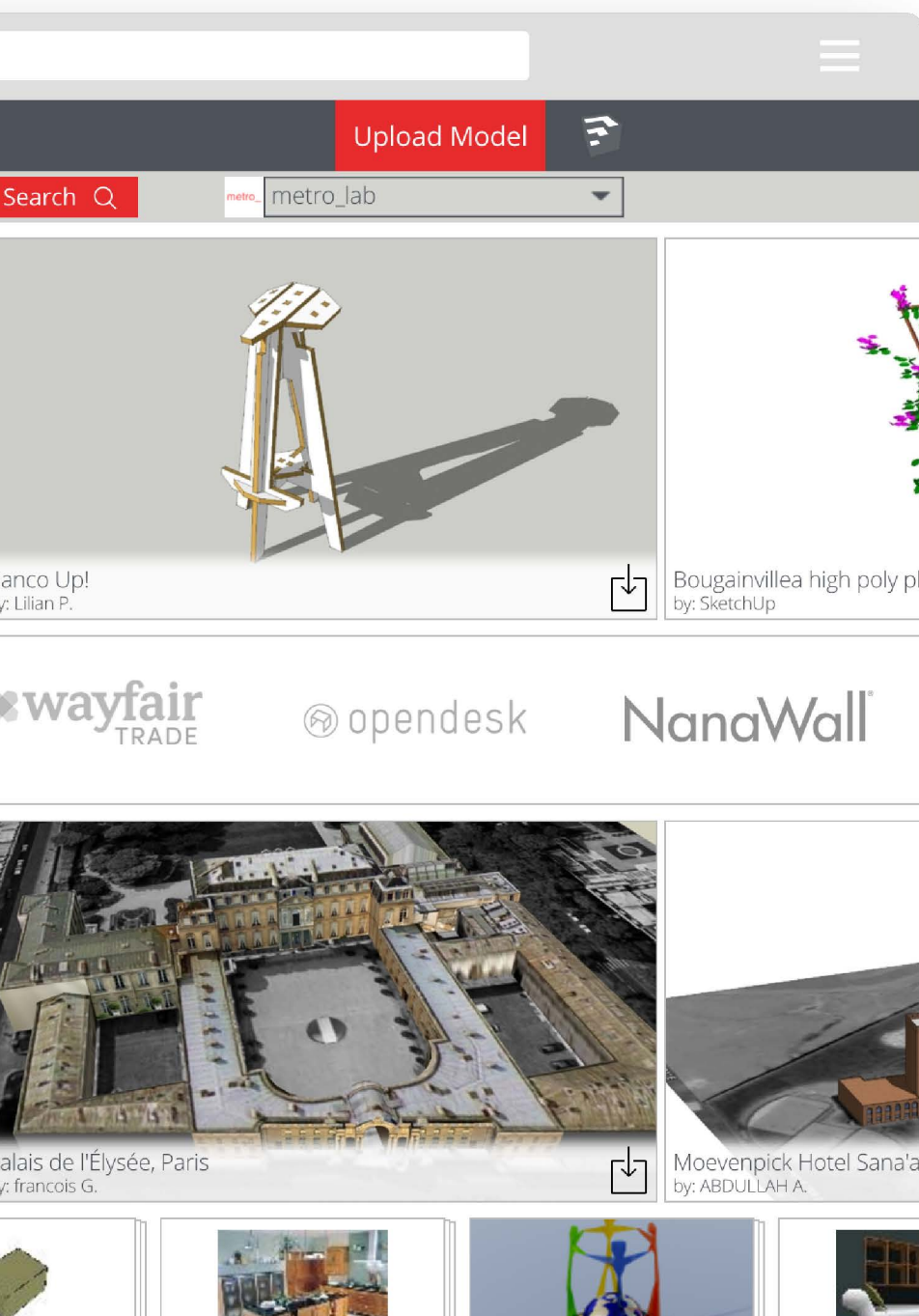


SketchUp 3D Warehouse Profile Brand Launch

Branding: Project 3

metro_lab

- I have been using SketchUp to build building models for quite a while now
- Wanted to develop a project based on the skills that I have acquired over the last 5 years
- I started my 3D Warehouse profile in September after discovered that there was a need for high-quality content on the 3D Warehouse
- The SketchUp 3D Warehouse is an open-source community where users can share SketchUp models



SWOT Analysis Highlights: (Strengths)

What advantages does your organization have?

Over 5 years of experience working with SketchUp, interest in design and modern architecture

What do you do better than anyone else?

Quality, lightweight, good presentation, focus on design

What do people in your market see as your strengths?

Focus on design and quality models, interest in modern architecture

What factors mean that you “get the sale”?

Model thumbnails, search results, social media awareness

What is your organization’s Unique Selling Proposition?

Quality of the building models, small file size

SWOT Analysis Highlights: (Weaknesses & Opportunities)

What could you improve?

Efficiency of creating content

What should you avoid?

Models other than buildings, large complex models

What are people in your market likely to see as weaknesses?

The models are meant for concept development, not for downloading to explore the model

What factors lose you sales?

Thumbnails, viewers not understanding what purpose the models serve

What good opportunities can you spot?

There is a lack of accessible small file size and quality models on the Warehouse

Useful opportunities can come from such things as:

Updates to SketchUp, extensions, spreading awareness through social media

Changes in technology and markets on both a broad and narrow scale.

Updates to SketchUp, recent changes in the Warehouse (Search results, thumbnail previews)

Changes in social patterns, population profiles, lifestyle changes, and so on.

Larger global community, speaking different languages

SWOT Analysis Highlights: (Threats)

What obstacles do you face?

Don't have too much time to invest into building models

What are your competitors doing?

Some are large corporations which use the models as a way to promote their products, others create large models that users can explore, some users create objects and furniture

Are quality standards or specifications for your job, products or services changing?

There is always more content on the Warehouse, not all of this is good quality

Is changing technology threatening your position?

Others may have access to other software which allows them to make models faster

Could any of your weaknesses seriously threaten your business?

No

Mission, Vision, Values:

Mission:

To contribute well designed, light-weight building models to the 3D Warehouse

Vision:

Focus on design (USP)

High-quality models

Want to build a community around the brand

Values:

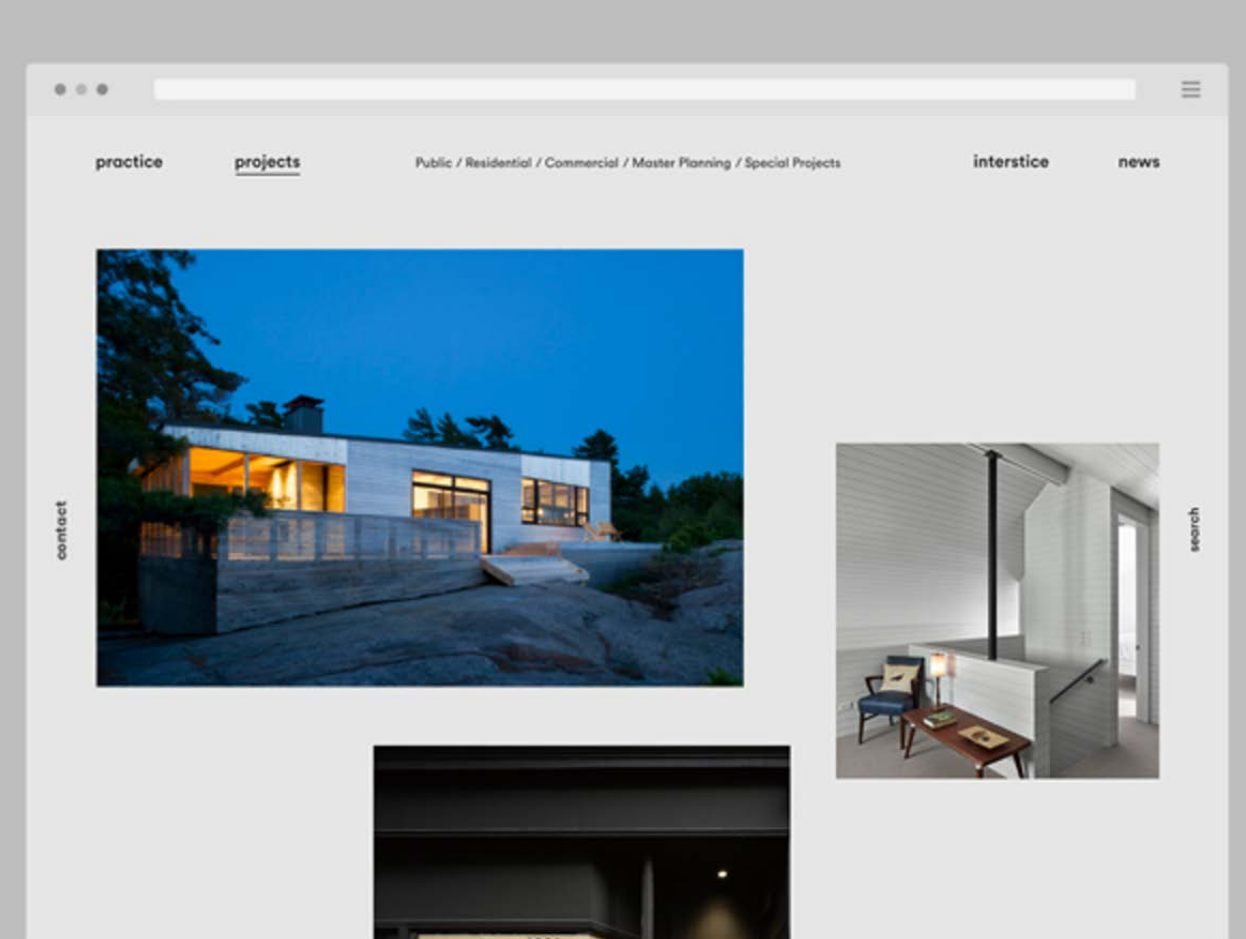
To encourage quality over quantity of work

Design should be considered in all aspects of each model



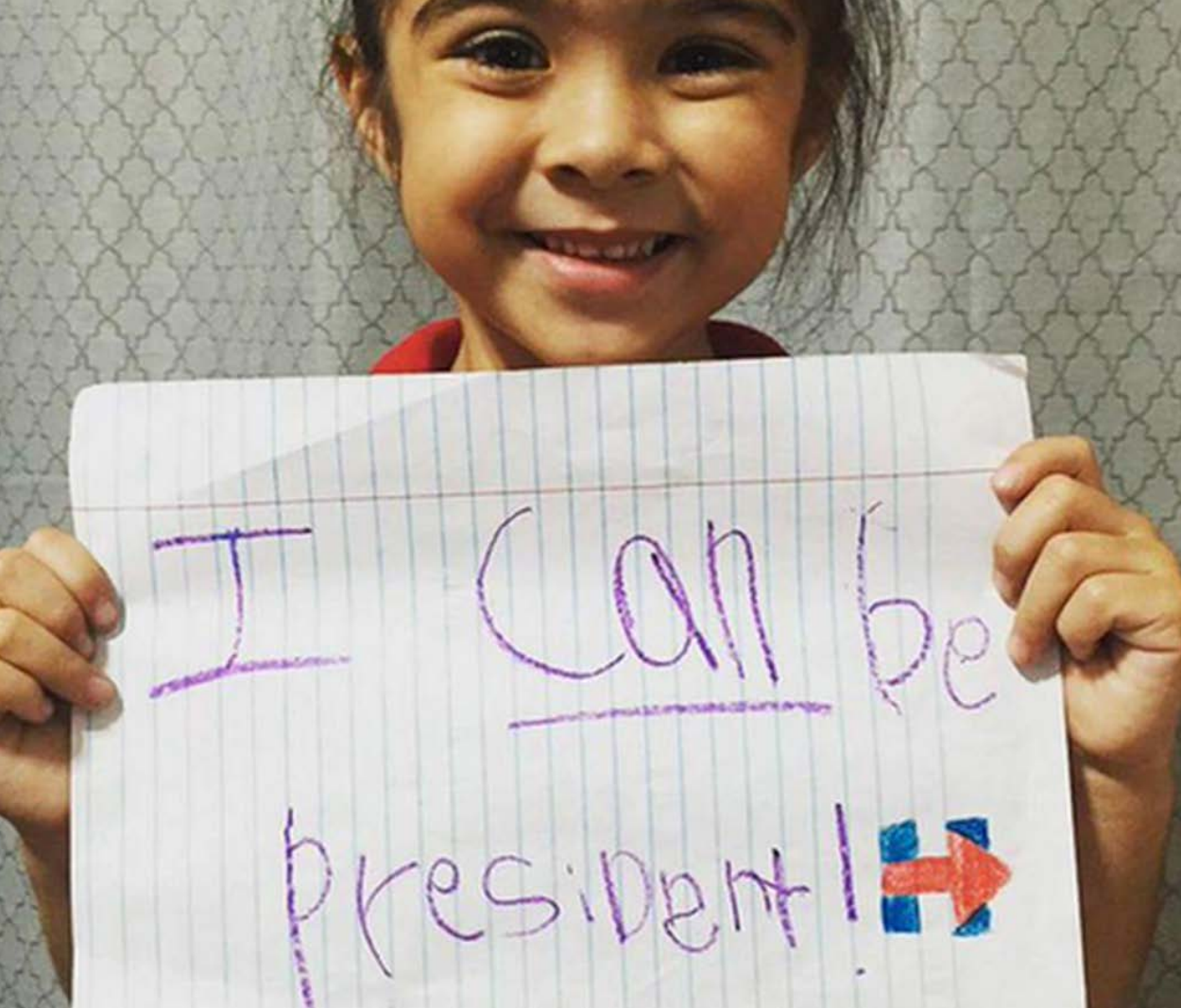
Research Case Study: Superkül Rebrand by Blok Design (<http://www.blokdesign.com/>)

- Blok Design distilled their identity down and simplified it
- Black, white, & grey identity put a **focus on Superkül's work/projects**
- Flexible/adaptable identity, reflects architecture and the brand's **high-quality work**



INCORPORATED IN MY BRAND LAUNCH:

Focus on work/what is being sold & professional brand personality



Hillary Clinton Campaign

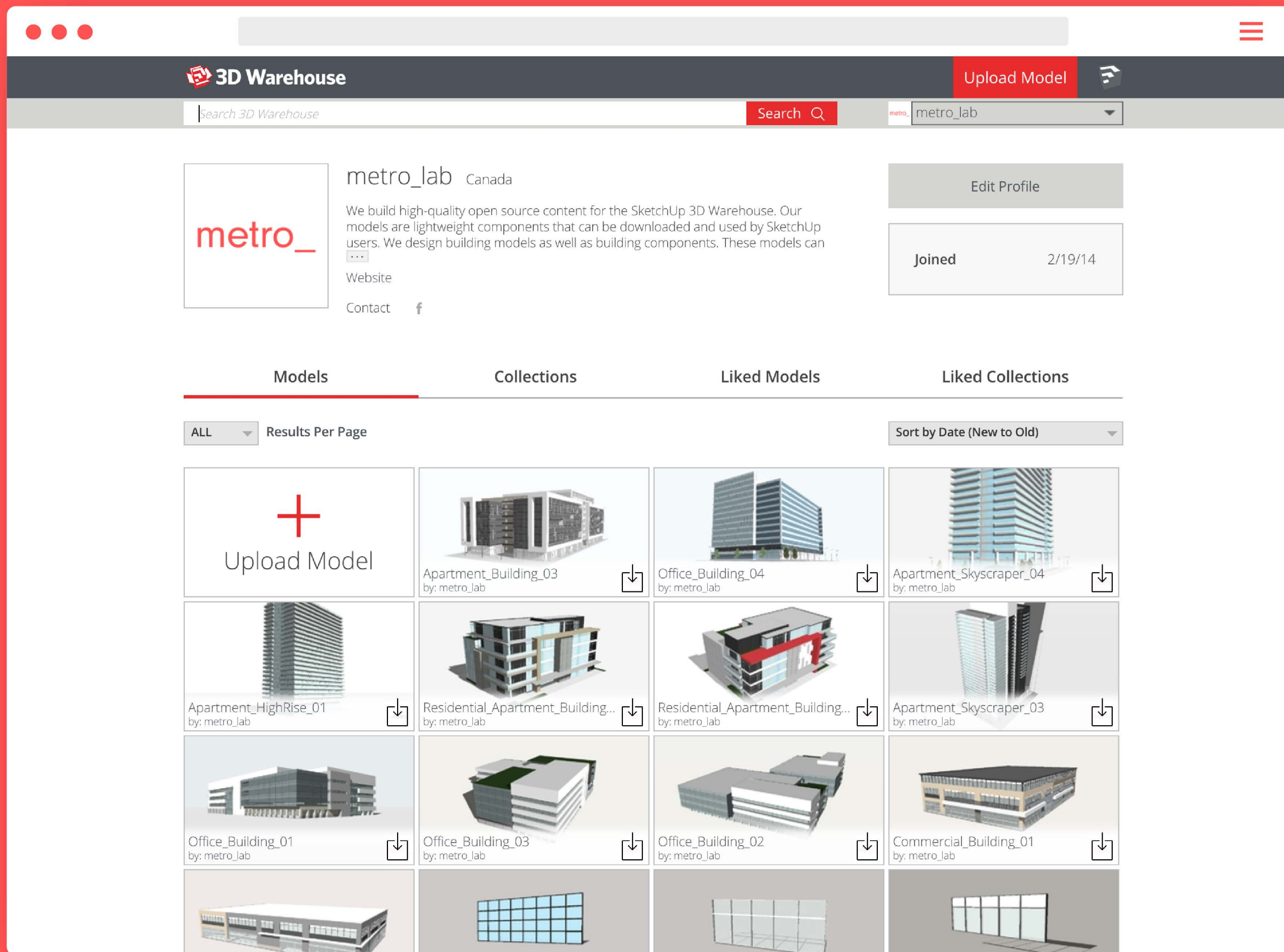
(<http://designobserver.com/feature/im-with-her/39523/>)

- Designed by Michael Bierut
- Design **wasn't overly complicated, simple & to the point**
- Powerful & quite adaptable
- Could be created by anyone



INCORPORATED IN BRAND LAUNCH:

Simple & creative brand identity, color & energy



- New name, wordmark, & colour palette

- All covers were updated on all uploads

- Tags were adjusted

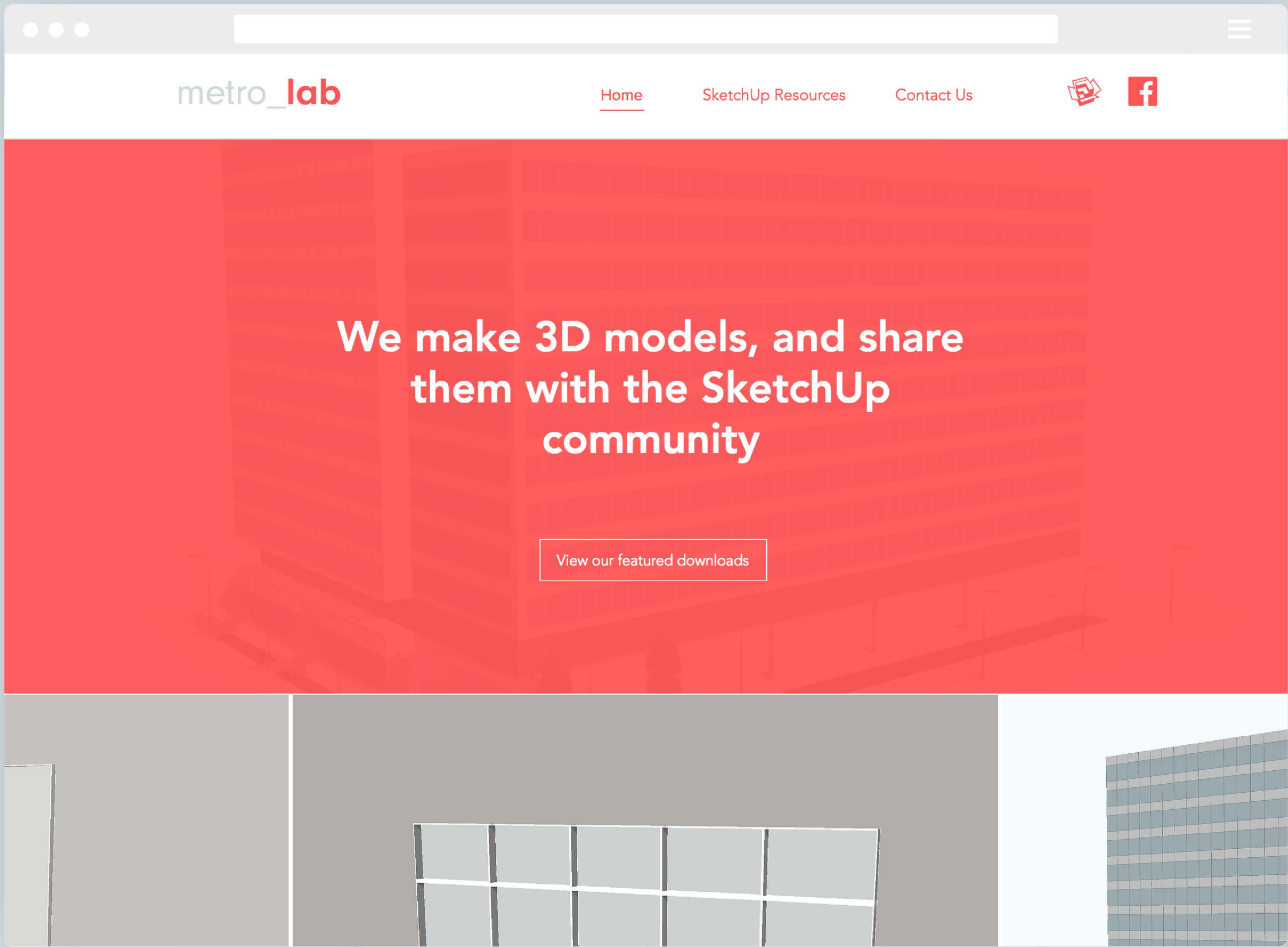
- New profile description

- New signature (tagline)

“made by metro_lab”

metro_lab

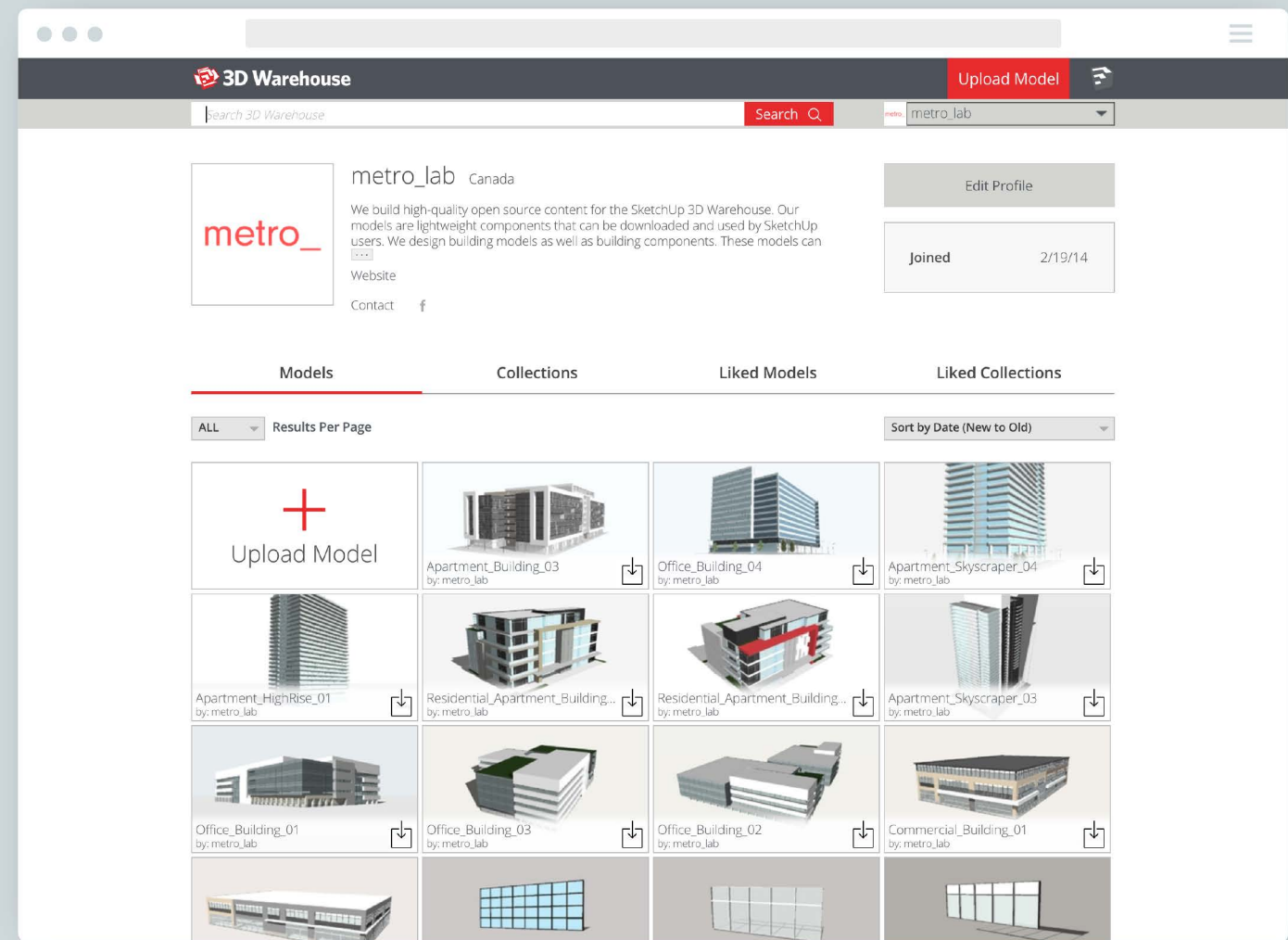
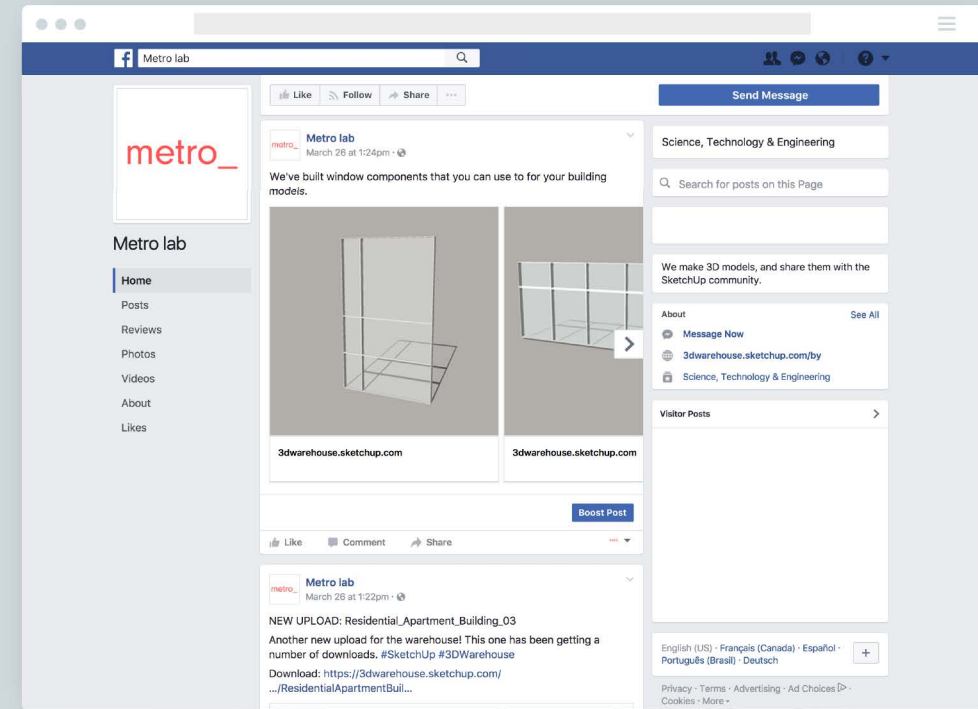
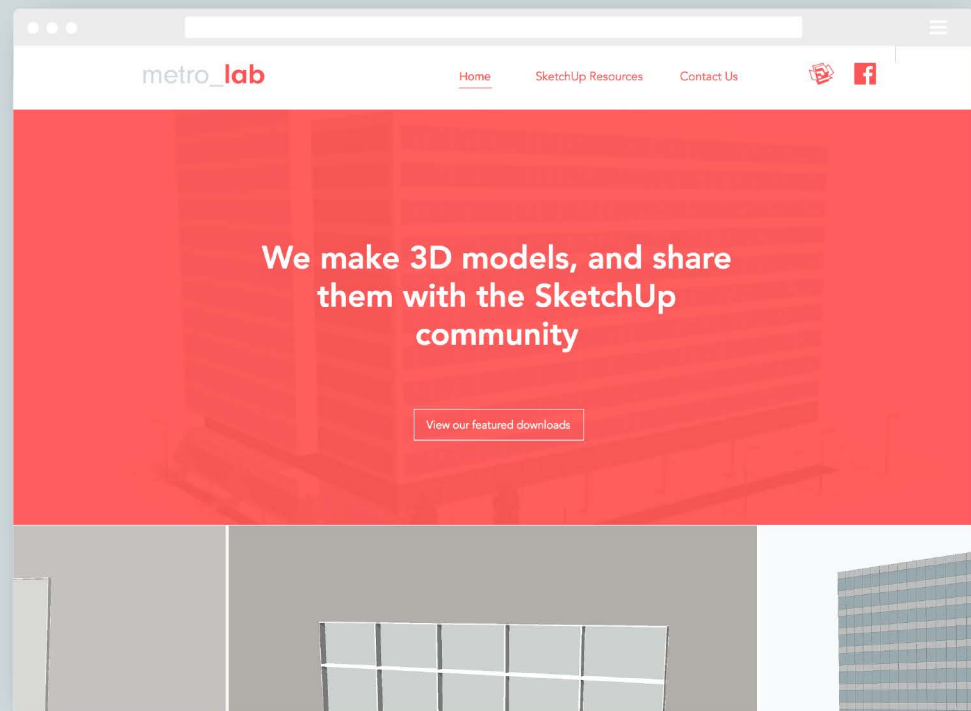
New name & wordmark



We make 3D models, and share them with the SketchUp community

[View our featured downloads](#)

Facebook page for Metro lab. The page features a navigation menu on the left with options: Home, Posts, Reviews, Photos, Videos, About, and Likes. The main content area displays two posts from Metro lab, dated March 26. The top post, posted at 1:24pm, includes the text "We've built window components that you can use to for your building models." and two 3D architectural renderings of window frames. The bottom post, posted at 1:22pm, is titled "NEW UPLOAD: Residential_Apartment_Building_03" and contains the text "Another new upload for the warehouse! This one has been getting a number of downloads. #SketchUp #3DWarehouse" and a download link: "Download: https://3dwarehouse.sketchup.com/.../ResidentialApartmentBuil...". The right sidebar contains a "Send Message" button, a category "Science, Technology & Engineering", a search bar, a bio "We make 3D models, and share them with the SketchUp community.", an "About" section with "Message Now", "3dwarehouse.sketchup.com/by", and "Science, Technology & Engineering", a "Visitor Posts" section, and a language selection menu with options: English (US), Français (Canada), Español, Português (Brasil), and Deutsch. The footer includes links for Privacy, Terms, Advertising, Ad Choices, Cookies, and More.



AIDA Model

Attention:

- Developed a website & Facebook page for the brand (omni-channel marketing)
- Search tags have also been updated so that my models can be found more easily

Interest:

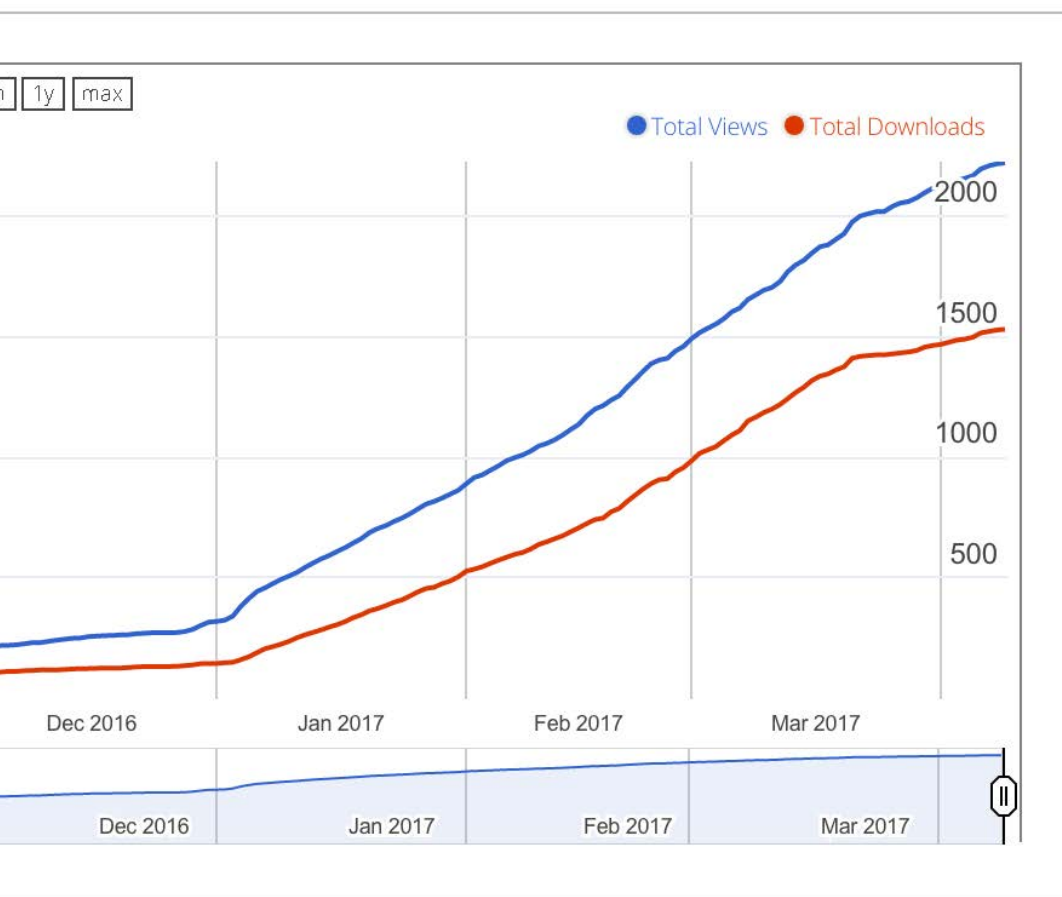
- Wrote about the project on Medium and the website explains more about the project (H2H interaction)
- All of the model thumbnails have been updated so that they stand out in a search
- Video & image posts on Facebook

Desire

- Website explains what the project is, and explains the quality of the models (H2H interaction)
- The site displays how many downloads the project has received - adding credibility to the brand

Action:

- The website and the Facebook page direct people to the Warehouse profile so that the models can be downloaded
- Direct links to specific models



ing component.

We've built window components that you can use to for your building models.

3dwarehouse.sketchup.com

3dwarehouse.sketchup.com

We make 3D SketchUp c

About

- Message
- 3dware
- Science

Visitor Posts

Boost Post

Like Comment Share

Tracking Analytic & Socia ROI Data:

• 3D Warehouse built-in Download & View Statistics

- Allows me to see how many users are viewing my project & how many of those users end up downloading the model

• Facebook Insights

- Allows me to track page/post views as well as post engagement
- Through Facebook I am able to track a specific audience which would be interested in my work
- Brand feedback surveys are posted on Facebook to understand what users think of the brand

• WIX

- Allows me to track how many people visit my website
- Where are the visitors coming from? What types of devices are they using?

Office_Building_01



Office_Building_01: Total Views v. Downloads

- **1,529 downloads since October**
- **~ 6-7 downloads/day**
- **75% of people who view my models end up downloading them**
- **Proper tagging has increased the number of downloads by %133**

A modern commercial/office building component.

made by metro_lab

For more information, visit:

<http://3dwarehouse.sketchup.com/by/design.metro>

Estimates / Goals:

7000 downloads since October

1500 downloads/month

**Estimated to increase to 2000 downloads/month
once more models are added**

Estimated to have 30 000 total downloads in a year from now

Website Links:

3D Warehouse Profile: https://3dwarehouse.sketchup.com/by/metro_lab

Website: <https://jcollie97.wixsite.com/metrolab>

Facebook Page: <https://www.facebook.com/Metro-lab-1741895899456245/>

Feedback Form: https://docs.google.com/forms/d/e/1FAIpQLSfIPASaN8LKslw0VDX2Xu5hI-KBkoxomzbLtruES9Xr-LUU1_Q/viewform?usp=sf_link