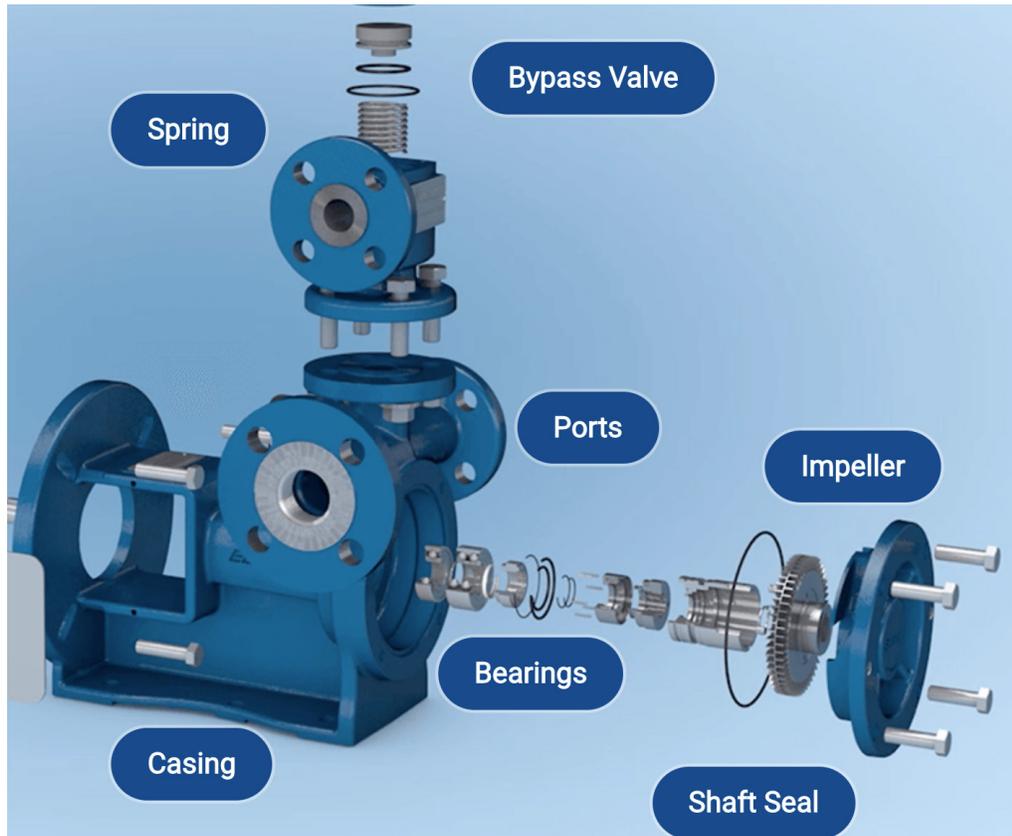
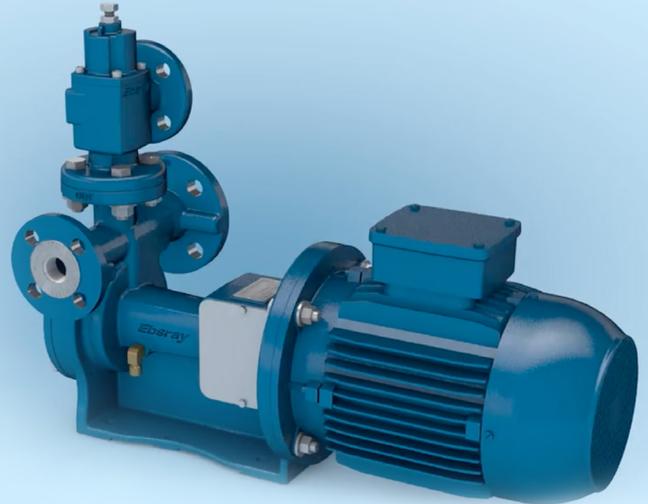
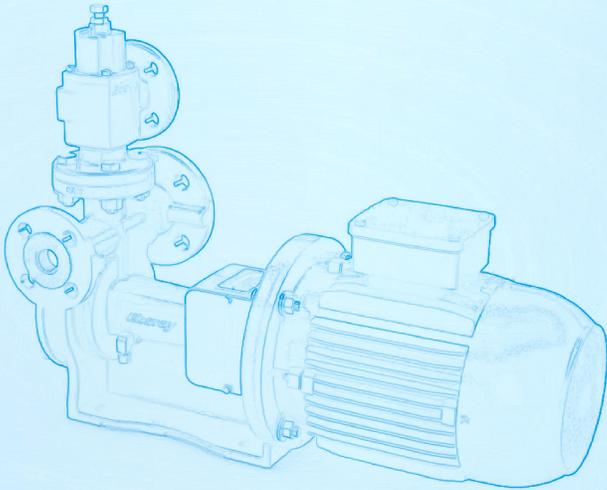


# DEANHOUSTON+

## 3D ANIMATION PRODUCTION GUIDE AND MARKETING TIPS



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## 3D ANIMATED PRODUCT DEMOS

When you think of 3D animation, cartoons or cheesy 80's cinematic effects may spring to mind.

But when it comes to marketing, using a 3D animation, or IPD (interactive product demo), provides a unique visualization of the product that your audience can experience before they buy. This allows your prospects to become familiar with your product and communicate with your sales team about their interest or concerns.



## FROM CONCEPT TO REALITY

### THE PROCESS

Our 3D animation production process is designed to be straightforward and simple. We'll just need a bit of information to get started.

We may have strong initial insights, but will likely require additional resources from you, such as:



CAD Files



Video File



Brand Guides



Copy/Sales Literature

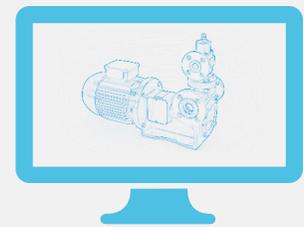


Reference Images

With the necessary reference materials in hand, we'll set up a time for our team to meet with your subject matter experts to review the product's functionality, and to talk about the competitive advantages you want to convey.

From there, we develop and provide 3D product renderings and designs for your approval.

Once approved, we build the experience and do a walkthrough with you for deeper input and final approval. And that's it. Your new 3D animation is developed!

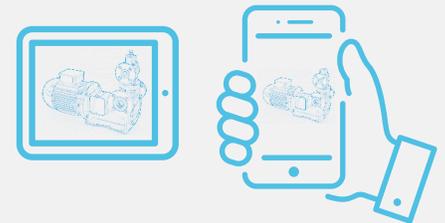


### POST PRODUCTION

#### GOING LIVE

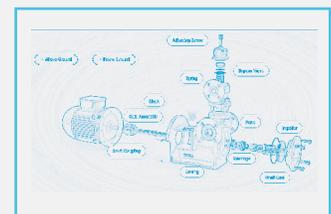
So you have a great digital 3D animation for your new product. What happens next?

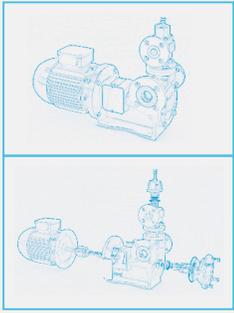
We can work with you to get it launched, either by providing the necessary files or working directly with your team to build out the strategy to drive engagement and conversion.



### MAKE THE RIGHT FIRST IMPRESSION ON YOUR AUDIENCE

Your customers can see your new product wherever they are, which may include internal components that would otherwise not be visible. This is a great opportunity for a unique first impression by having fun with the absence of physical limitations.





## POST PRODUCTION (CONTINUED) DRIVE USER-FRIENDLY INTERACTIVITY

Product demos are designed for engagement. Create fun, interactive ways for your customers to get up close and personal with the product. These could be:

✓  
VIGNETTES OR  
AUDIO ATTACHED  
TO CALLOUTS

✓  
SNIPPETS OF HOW CUSTOMERS  
CAN BENEFIT FROM THE PRODUCT  
IN REAL-WORLD SCENARIOS

✓  
FUN  
ANECDOTES

This will create an enjoyable, memorable experience at the start of their buying journey.



## FOCUS ON LEAD GENERATION AND ENGAGEMENT

Here's where you can get a lot of mileage out of supplemental content and generate leads. Build targeted ads that drive prospects to an engaging landing page where the animation lives.

While there, they can interact with the product and connect with your sales team directly.

The landing page should also contain valuable additional resources such as links to blogs, videos or case studies to augment the product information. You'll also want to share each of these content pieces on social media and in email to create additional touchpoints that will continue to drive engagement and encourage conversion.



## INFORM CUSTOMERS HOW TO BUY

Not only can prospects and existing customers use the 3D animated product to communicate directly with your sales team, but if you connect an e-commerce pathway, they can buy the product right then and there.



## ANALYZE, MEASURE AND ADJUST

Like all things digital, the performance of your 3D demo and its associated content is measurable. Use analytics tools to measure the performance against your goals and see what touchpoints users are engaging with. Then strategically adjust to the content you want them to consume.



## ENABLE SALES TEAM EFFICIENCY

You can create more efficiency with a 3D animated product because it's a time and resource saver on your sales team and it warms up the prospect by giving them a test run with the product.

The best part is that the process of developing this kind of animation is simple. All DeanHouston+ essentially needs are some images and background information to get started. Not only that, but you'll have multiple pieces of associated content to use, reuse and repurpose over time.

Elevate your brand and engage your audience in new, interactive ways. Visit the DeanHouston+ [interactive product demo](#) page to learn more and [contact us](#) to begin your own demo today.

DH+ Technical Brand & Marketing Capabilities  
**DH+ Strategic Services**



Brand



Content



Social Media



Digital



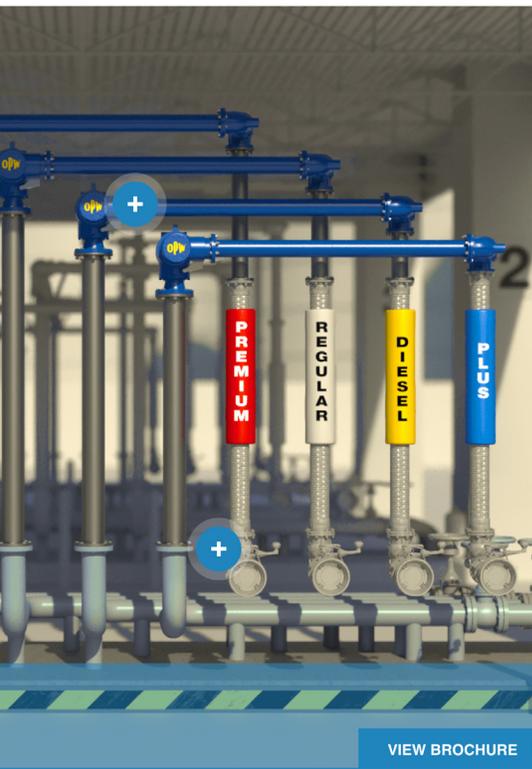
Research



Media



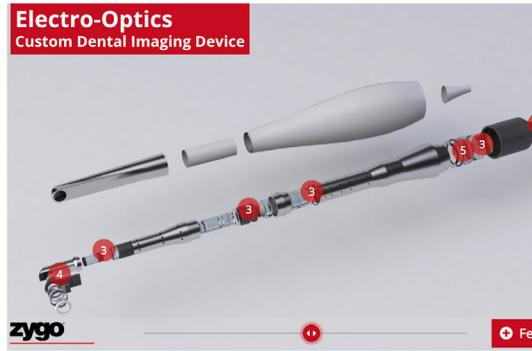
Lead Generation



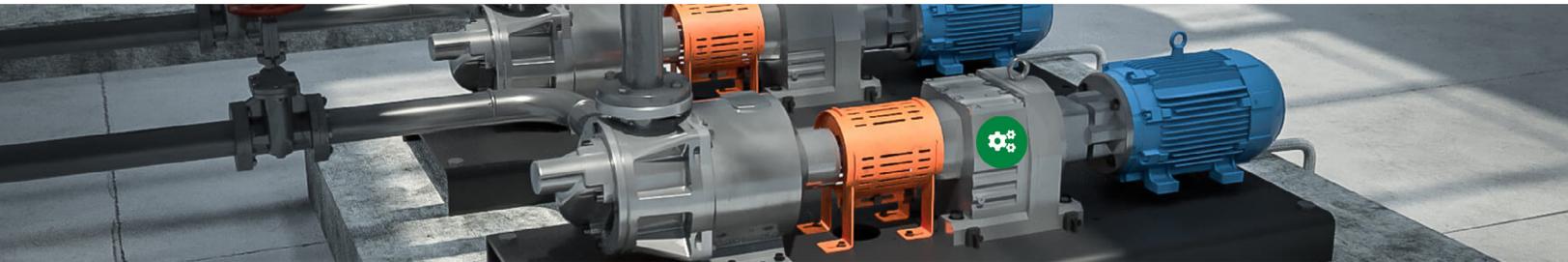
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