



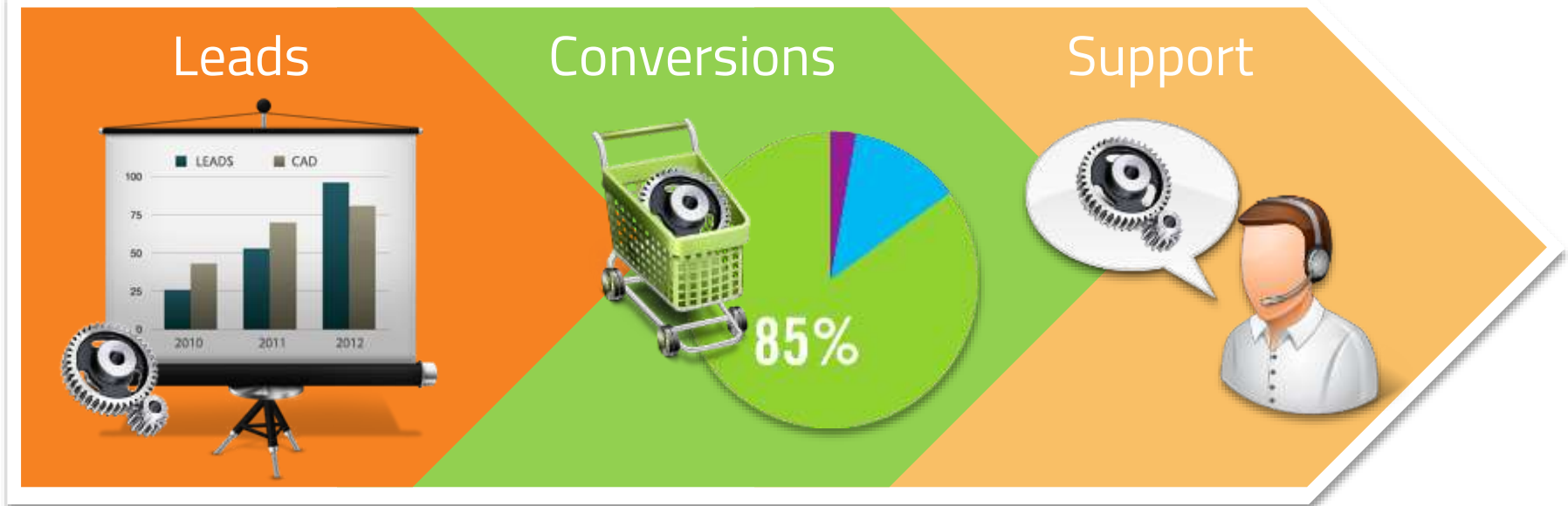
 ePRODUCTplacement

Ideas for marketing

Sexy and innovative marketing for technical products



Value you receive from the 3D Product eCATALOG by CADENAS



Better Marketing

Increased Sales

Better Service



Focus of this presentation is on MARKETING Solutions





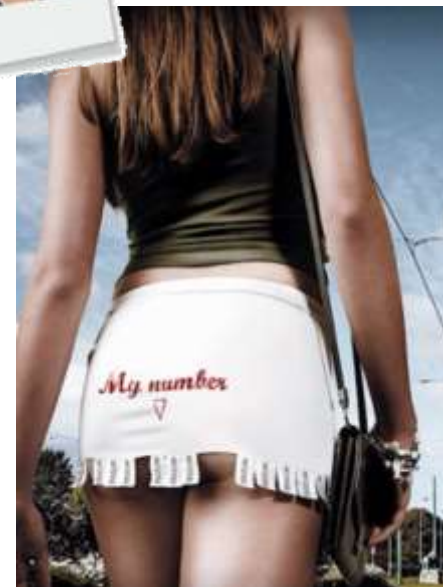
How do you want to present your product?



The cylinderman.
ANY VOLUNTEERS?



A booth babe.
APPROPRIATE?





How do you want to present your company?

Breath mint.
SERIOUSLY?



Meaningless giveaways.
THANKS DAD!



Good marketing ideas for exhibitions?





Everything started with RED CYAN glasses

5 act story

5 act story

1. Conversion Starter
2. Fascinating & Pacing
3. Give Away (Present)
Reminder
4. Print 3D Digital
5. Follow Up
Send Email With Part





Motivation of Marketing @ Fairs



Spark curiosity and create a traffic jam of rubbernecks at your stand



Find a way to open a conversation with transition to your product



An innovative and creative appearance will have a positive effect on your company and products reputation



People should remember your company and product respectively keep in mind something interesting!

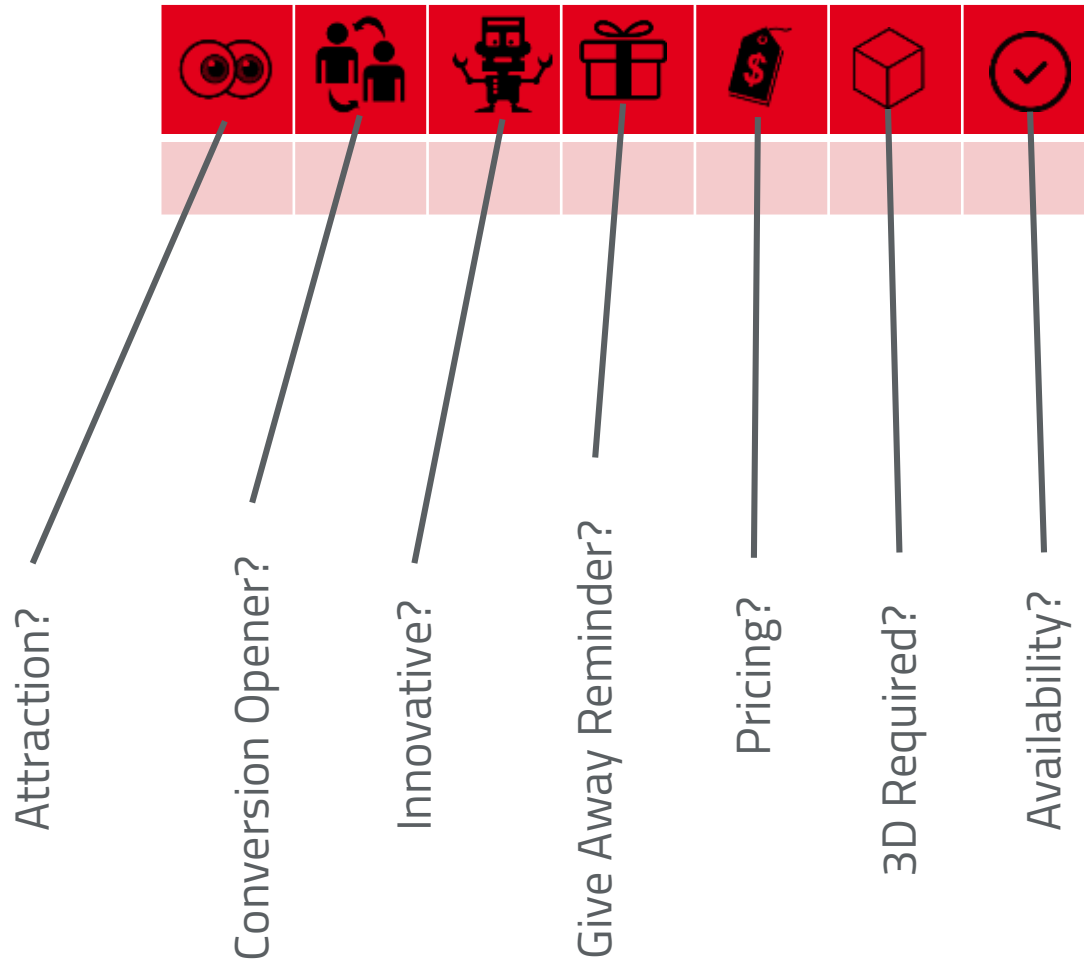


Campaign shouldn't be too expensive



Legend

Balanced score card





Lenticular Brochure



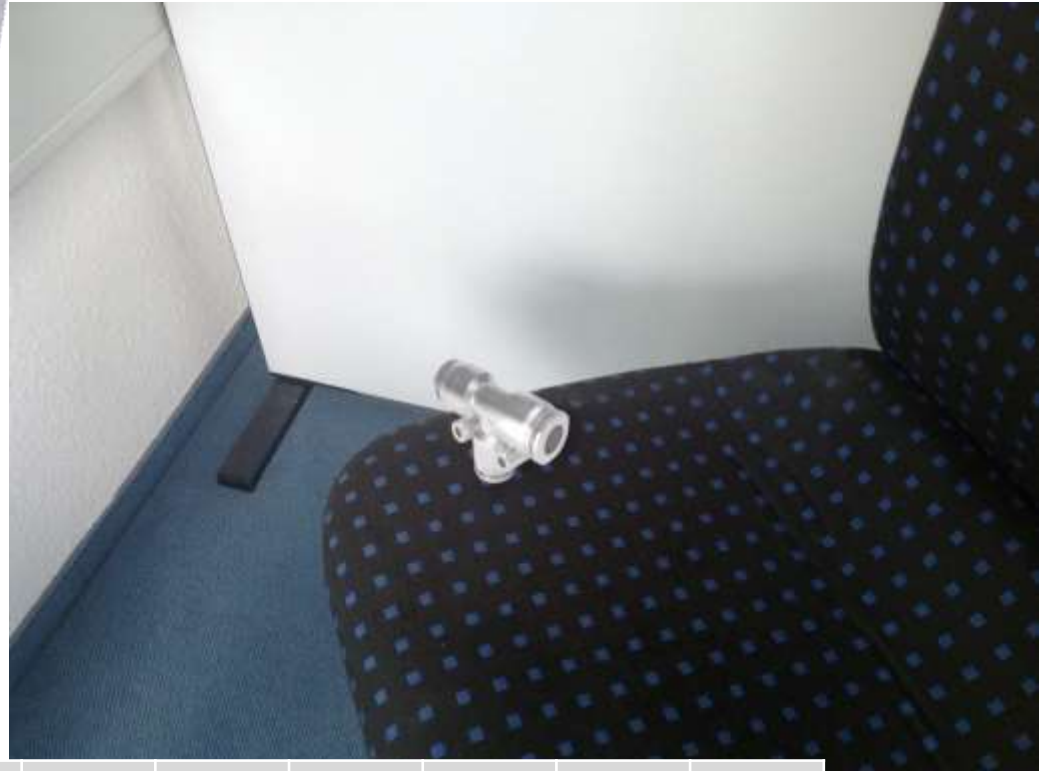


Anamorph technique motivates people to stop and take a picture





Anamorph pictures part > photo










				~ 100 €		



Stop and take a picture

For Fixtures + Bolts, Fasteners, Screws ...










						
				> 10000 €		



White info @ a white screen



						
				> 5000€		



The wizard



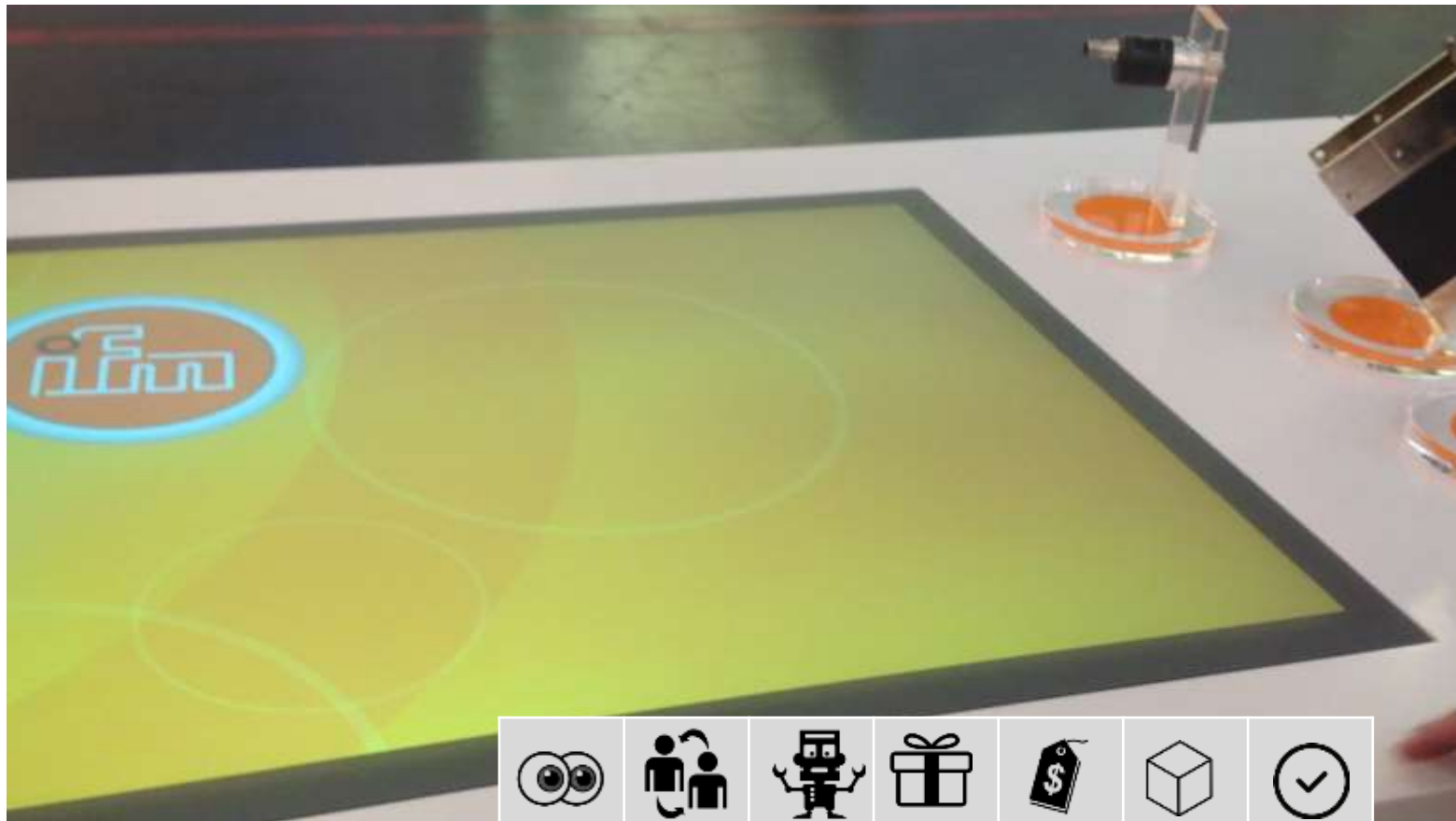
						
				> 10000 €		













The wizard



Presenting to customers











						
				<p>> 10000 €</p> 		

App available in desktop version



BIMcatalogs.net

Wähle einen Hersteller

 By Rittal 1 0 0	 By Rittal 1 0 0	
 By Rittal 1 0 0	 By Rittal 1 0 0	 By Rittal 1 0 0
 By Rittal	 By Rittal	 By Rittal



Luminous Carpets



Multi Touch Boden-Display - Interaktiver Fußboden

trendsderzukunft.de +Bart R.

				> 5000€		





Coffee with your logo





The individual macchiato maker

Serve your customers coffee with „advertisement“





3D foam with ripples



Green	Green	Green	Red	> 5000€	Yellow	Red



Want to show your components in action?



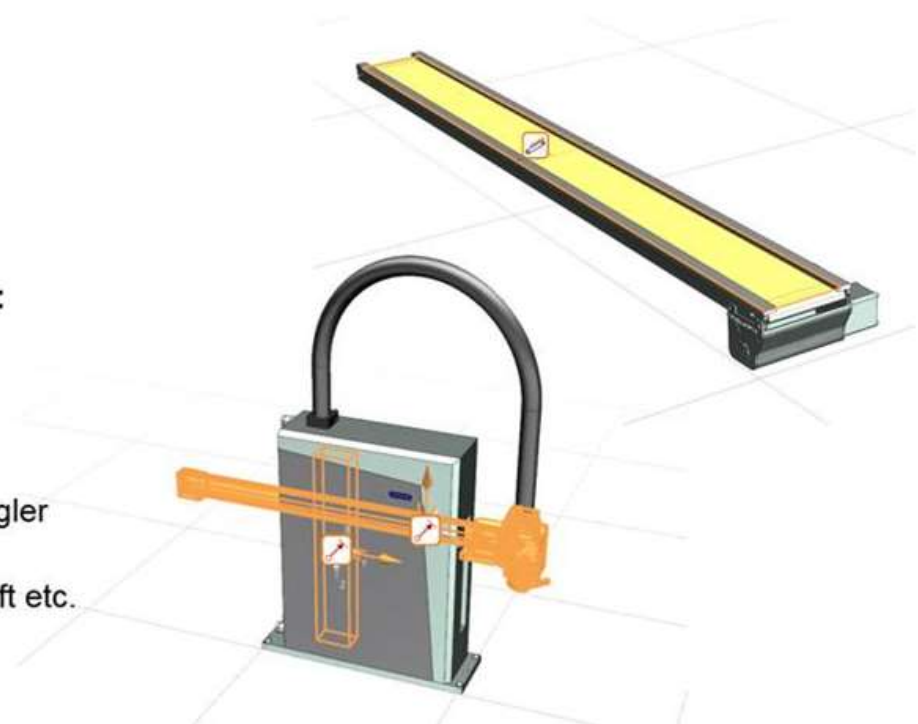


Beispiel 1 – Transportband benötigt:

- Transportfläche
- Parameter: Transportgeschwindigkeit
- Kollisionskörper

Beispiel 2 – 2 Achsen Linearmodul benötigt:

- 2 x Starrer Körper
- Optional: Massen und Trägkeiten
- 2 x Lineargelenke
- Optional: Endlagen
- 2 x Positionsregler oder Geschwindigkeitsregler
- Parameter: max. Geschwindigkeit,
- Optional: max. Beschleunigung, Ruck, Kraft etc.



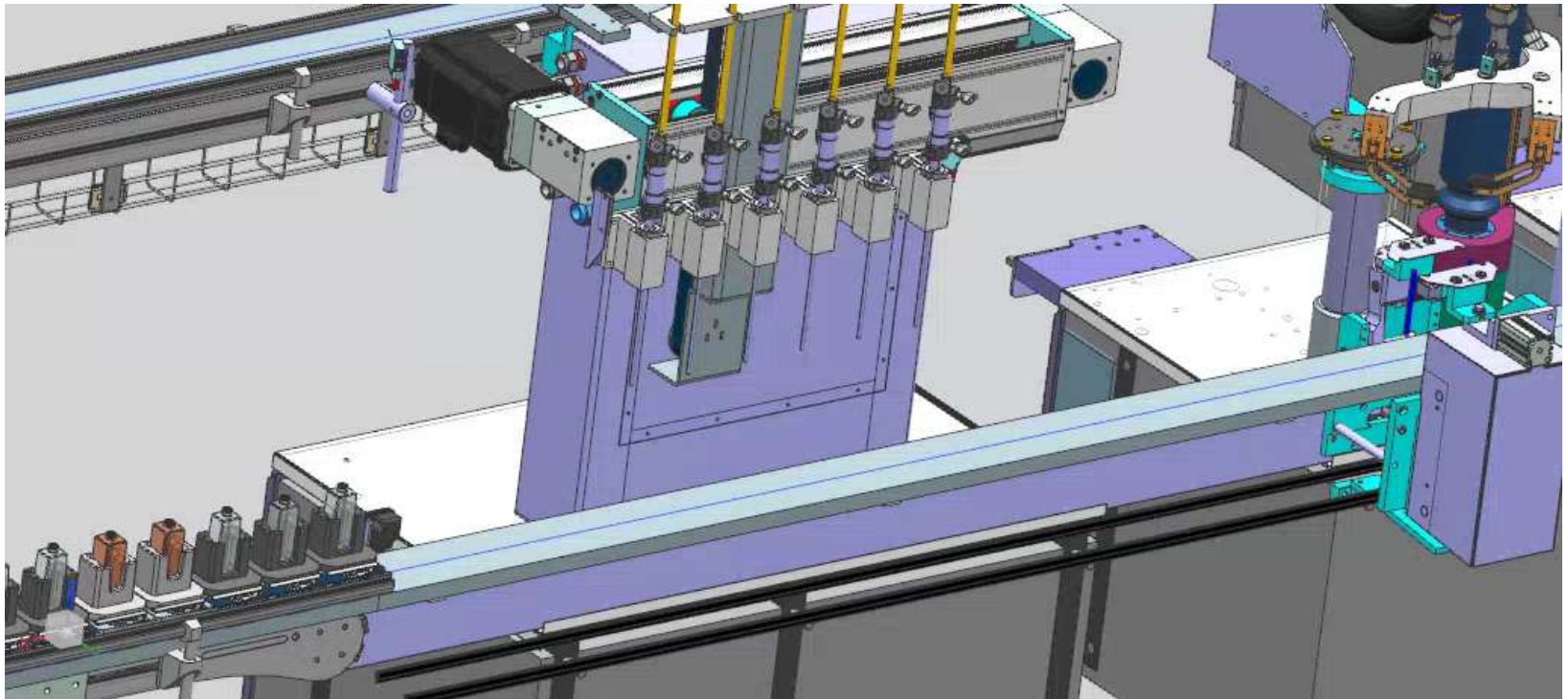


Festo und Schunk legen bereits los und werden zusammen mit SIEMENS und CADENAS ihre Teile für MCD aufbereiten



Siemens MCD + CADENAS

Digital instead of real presentation

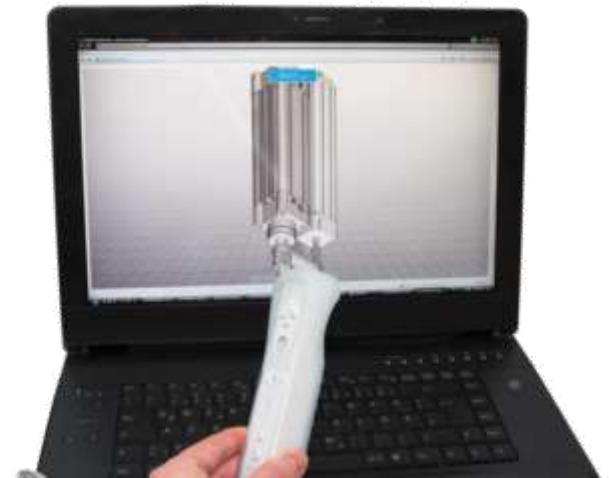


				> 10000 €		

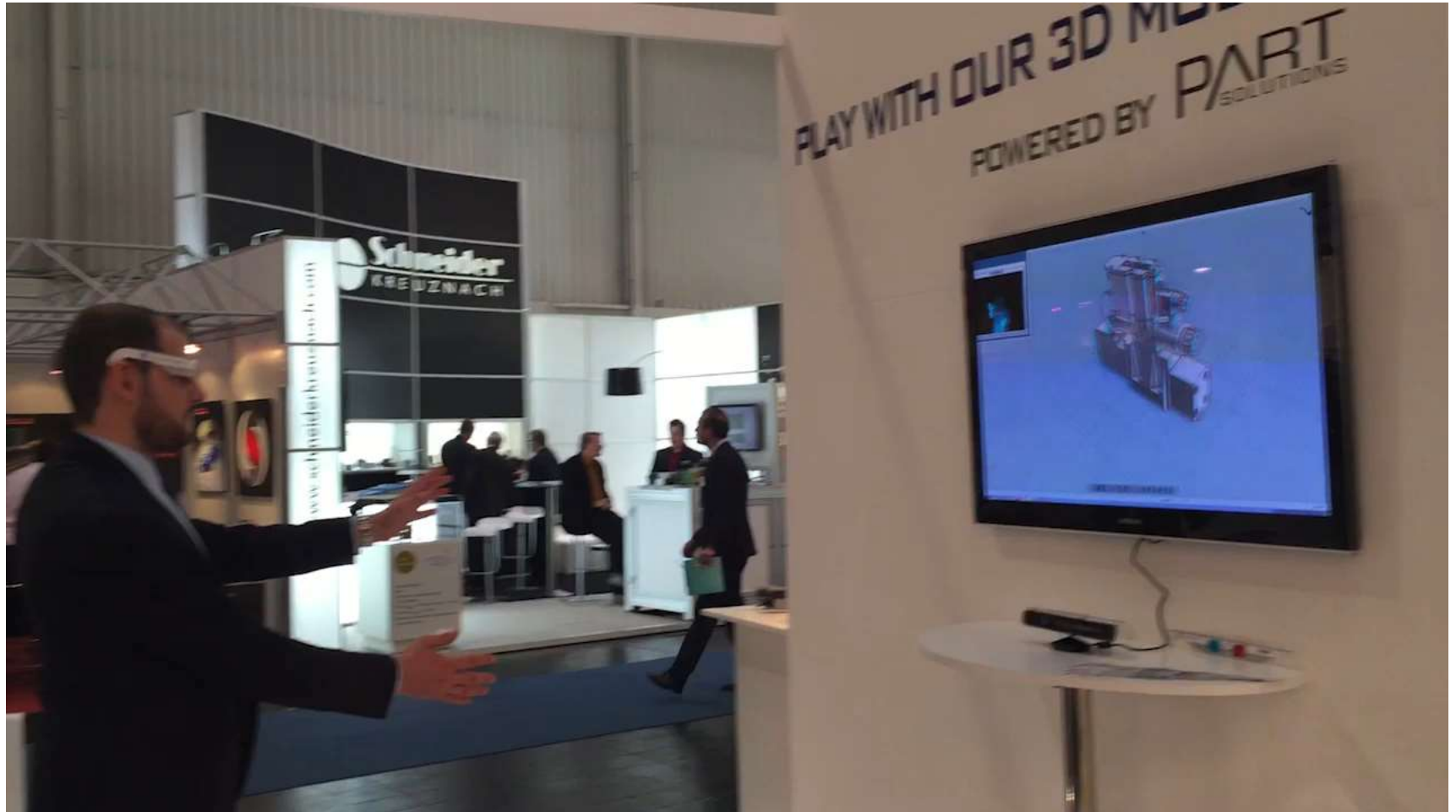


Gamification

Show 3D & functionality by playing



						
				> 250€		





iBEACON

Retargeting of customers





Usage Of CADENAS CAD Models App?



100000
120000
140000
160000
450000

500 000
DOWNLOADS

GET IT ON
 Google play

Available on the
 App Store

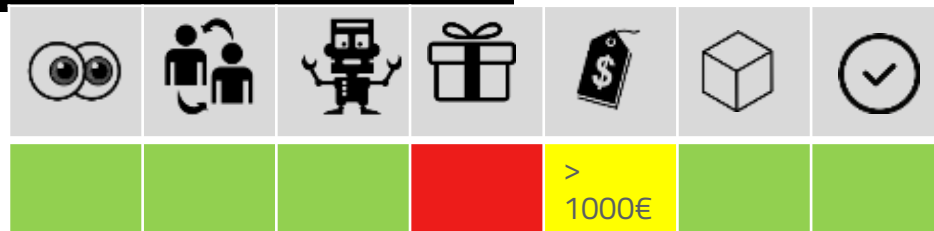
We are
reaching every
4th ENGINEER
in Europe with
the CAD
Models App



iBEACON demo by CADENAS



AirServer





Google Cardboard Lowcost VR Project

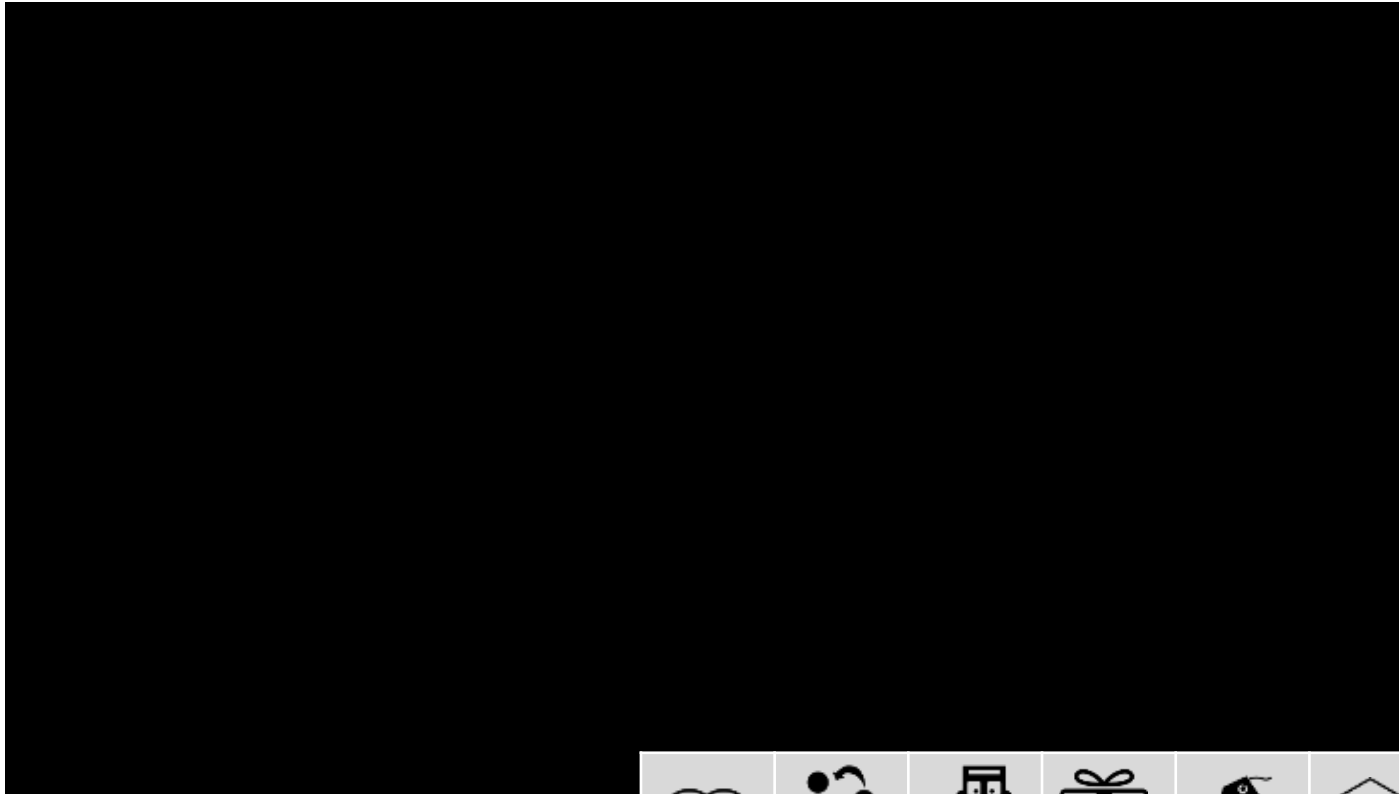








Google Cardboard
Experience virtual reality in a simple, fun, and in...





VR Cardboard Glasses



						
				> 2000€		



VR McDonald's





Realfiction XXXL

Holography



				> 2500€		



Tradeshow Entertainment

Introducing the solution







Mini DREAMOC

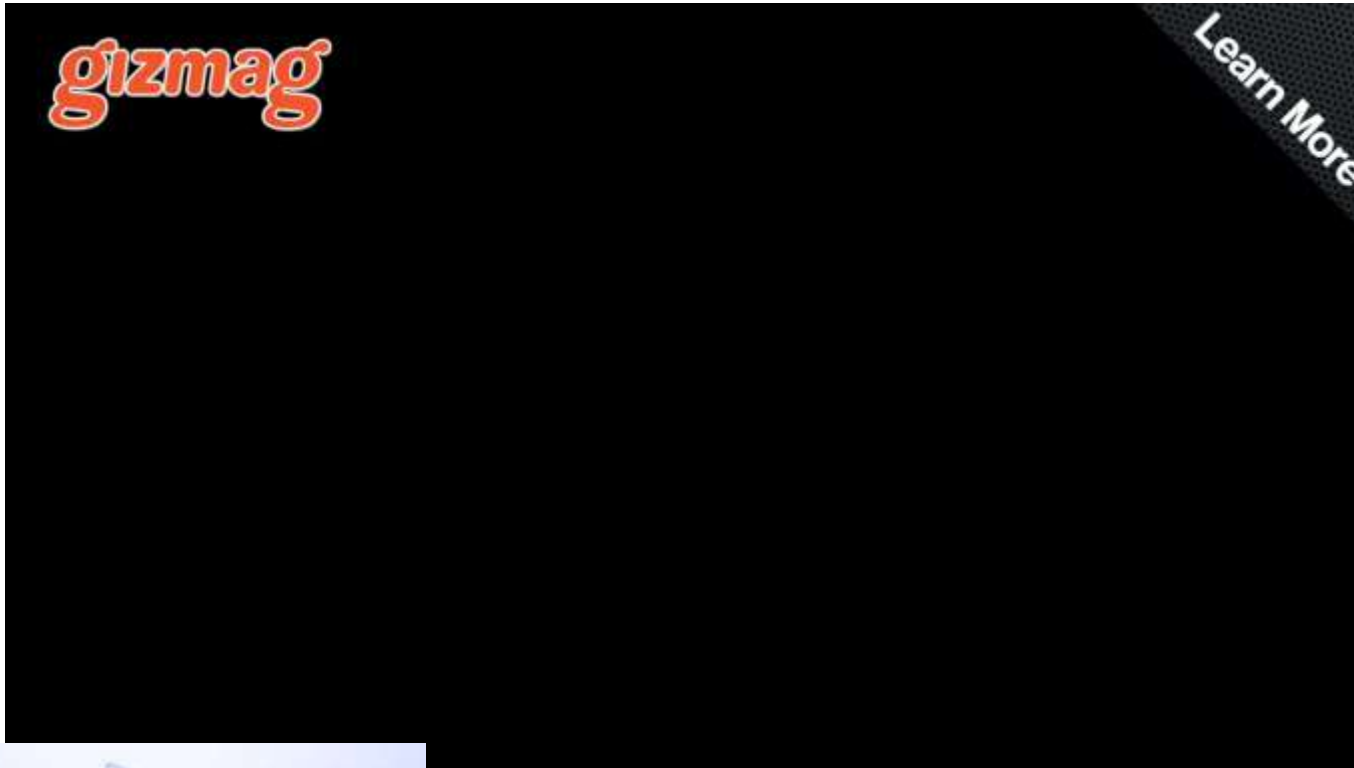
A good present for good customers



						
				> 1000€		



Animation Shoes ...



Green	Green	Yellow	Red	> 1000€	Green	Yellow



Augmented Reality

Your product catalog never gets old!



ePRODUCTplacement

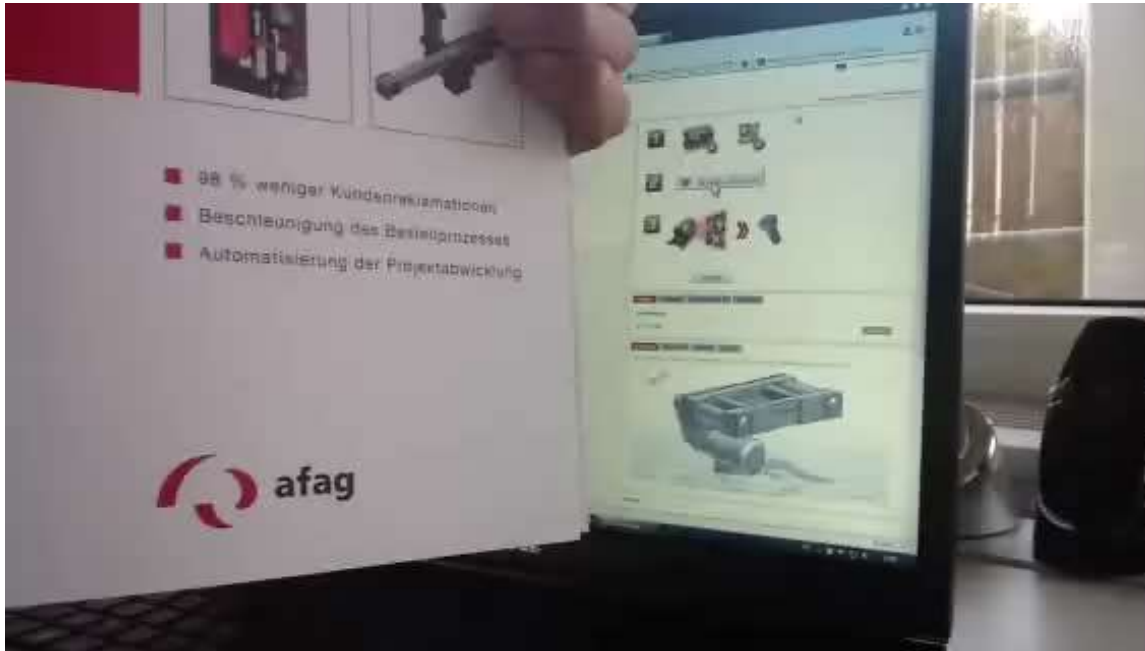
Ideas for marketing





Augmented Reality

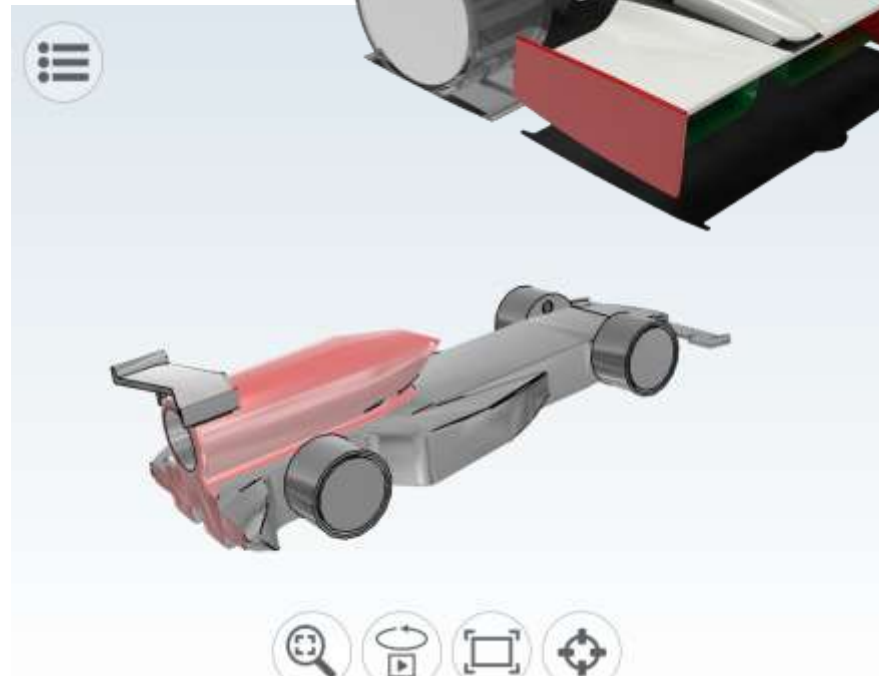
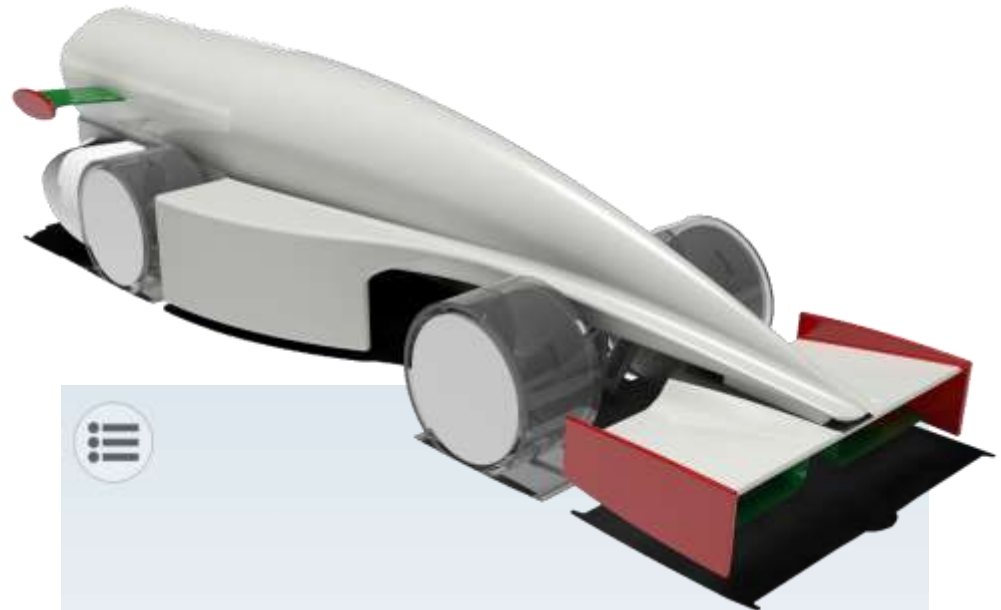
Real -> Video / Photo -> 3D / Photo -> Video





In Every Man is a Child - Techie Demo

Maybe components of your portfolio are used –
Children are always positiv in marketing





Social Media

Marketing – yesterday and today





Motivate with realtime score To Like!

Miot & Dotti



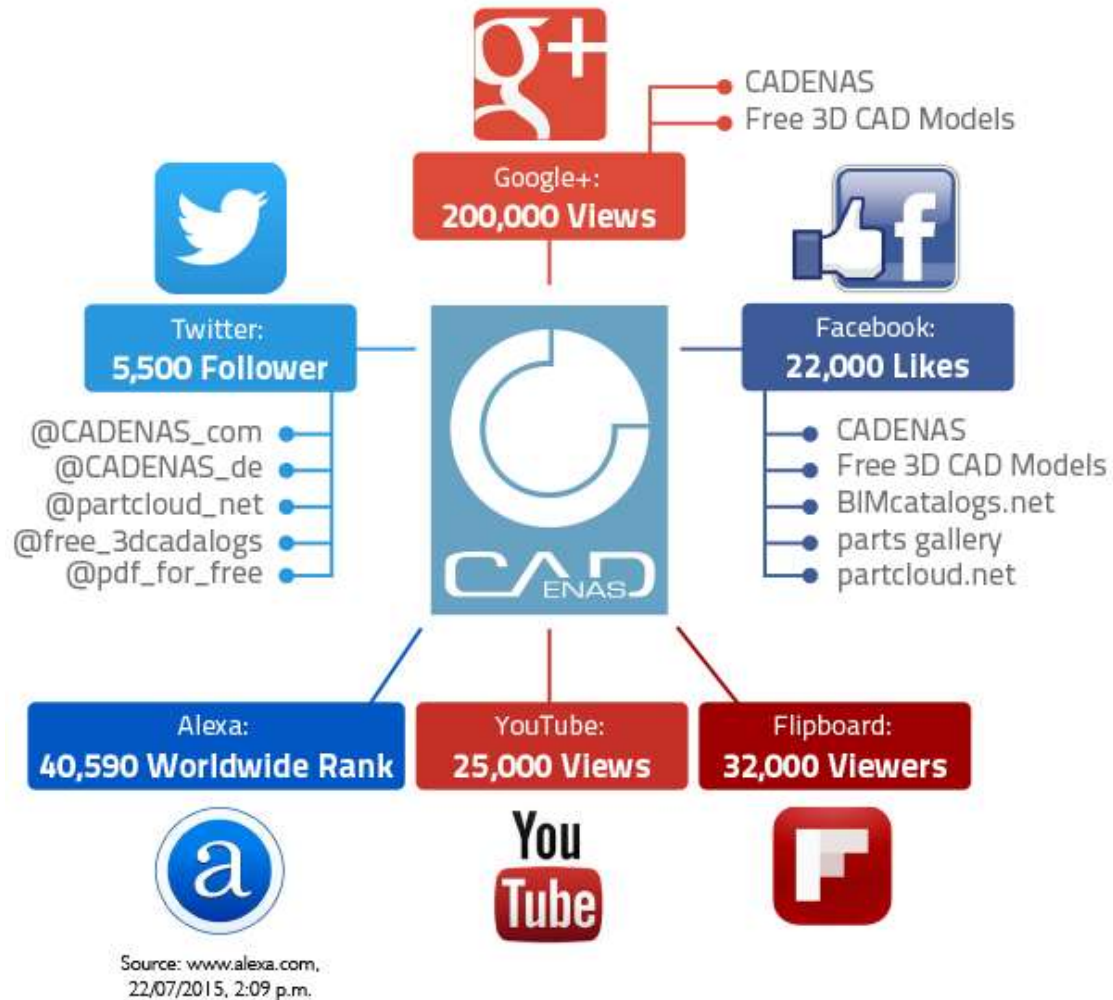
ards, those hypnotic relics of

Yellow	Yellow	Orange	Red	> 1000€	Red	Green



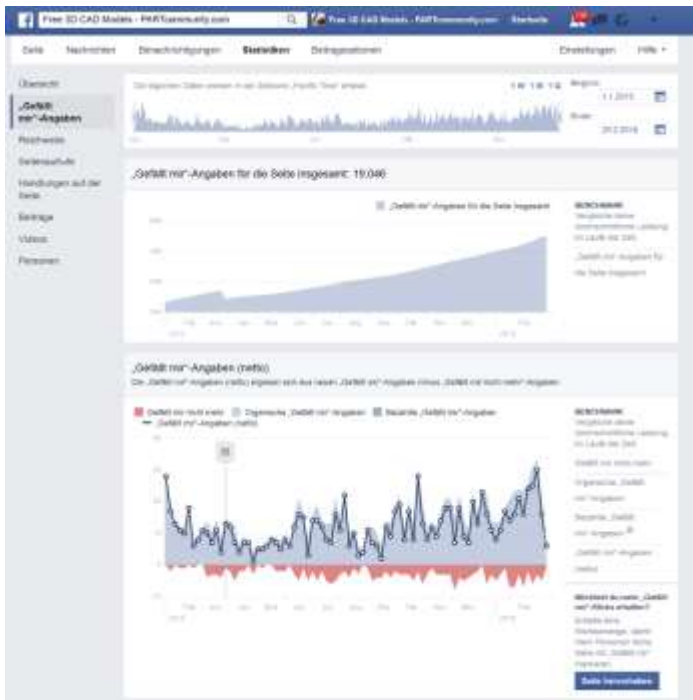


Our Social Media Values





CADENAS PARTcommunity has more than 19.000 LIKES / Followers on Facebook



The screenshot shows the '3D CAD Downloadportal' website. The header includes navigation links for 'Seite', 'Nachrichten', 'Benachrichtigung', 'Statistiken', 'Dringenderen', and 'Einstellungen'. The main content area features a large graphic of interlocking gears in various colors, with text overlaying it: 'Free 3D CAD Models - PARTcommunity.com' and 'Produktchemie.de'. Below the graphic, there are buttons for 'Generiere CAD-Modell', 'Generiere PDF-Datei', and 'Request for quotation'. A sidebar on the right lists '3D CAD Download' and '3D CAD Download' with a list of items. The bottom section of the page shows a list of items with columns for 'ID', 'Name', and 'Date'.



Pause the flying parts at the right time





Viral Video

CANVAS already produced Animation/StopMotion videos with approx. 40.000 clicks !





Viral Video





Questions & Brochure

Margarete Baczur



IDEEN FÜR'S MARKETING

**TECHNISCHE PRODUKTE
SEXY & INNOVATIV
VERMARKTEN**





Thank you for your attention

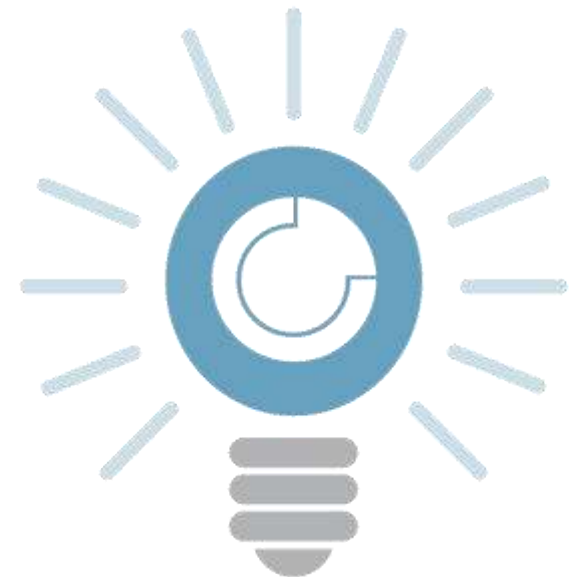
Questions?

Feedback?

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E-Mail: j.heimbach@cadenas.de



CADENAS
THE INNOVATION COMPANY





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