

# ECOSMART3D

think green, print green.

## FOUNDATION



- \* Founded in 2015.
- \* By passionate creative minds.
- \* To Service anyone in the U.S.
- \* To decrease plastic use.

## NARRATIVE



EcoSmart 3D is **Eco-friendly** by devoting to reduce environmental impact. It shows **commitment** by dedicating with a whole heart. It values **nurture** by increasing awareness about the care for the environment. It shows **motivation** by educating audiences directly. And values **efficiency** to target quality results. EcoSmart 3D looks forward to clients who share the vision for a better world.

## TONE OF VOICE



- Eco-friendly
- Committed
- Nurture
- Motivated
- Efficient



EcoSmart 3D expresses its tone of voice from its core values as they are transmitted to its audience through different forms of media.

## SWOT ANALYSIS



STRENGTHS

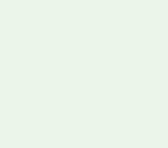
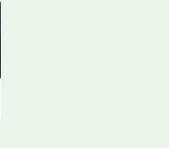
WEAKNESSES



OPPORTUNITIES



THREATS



STRENGTHS = BENEFITS

OPPORTUNITIES = STRATEGIES

The strengths determine the benefits that differentiates the company versus the competition. And the opportunities become essential in creating future strategies for the development of the company.

## COMPETITIVE REVIEW

**EcoSmart 3D**  
Values nurture by encouraging growth to a movement that cares for the environment.



**VistaTek**  
Family owned that has evolved into a US custom manufacturer with in-house capabilities.

**Moddler**  
Provides technology to have richly detailed models with a high degree of accuracy.



**PRG Prototyping**  
Has the ability to develop any product with a vast industry education.

\* Competition drives differentiation.

**Online Statement (USP):** EcoSmart 3D is the only 3D printing company to build with recyclable materials in help of reducing the environmental impact.

## AWARENESS OF MARKETING POSITIONING

Provides an action plan to dictate differentiation and create brand awareness.



\* Brand Positioning



\* Value Proposition



\* Sustainable Competitive Advantage

\* To stand out as the only 3D printing company to care for the environment in helping decrease plastic use across the country.

\* To environmentalists, 30-50, who want to improve the quality of items that surrounds them.

\* Provides professionally tested products in the US that are Eco-friendly and of premium quality.

## TARGET AUDIENCE



**CAMILLA**

- \* Married in her 40s
- \* MFA in Media Design
- \* Eats healthy
- \* Loves Sports
- \* Conscious about ecology
- \* Reads magazines about 3D printing and the environment
- \* Uses social media to relate to Eco-friendly design content



**ADAM**

- \* Married in his 30s
- \* MHA in Public Care
- \* Loves Sports
- \* Eats healthy
- \* Conscious about ecology
- \* Reads magazines about the environment
- \* Promotes environmental causes through social media

To target men and women who are conscious about the environment, ages of 30-50 to replace non Eco-friendly items in their surroundings and help reduce environmental impact.

## BRAND STRATEGIES & MEDIA MIX



1. Brand identity collateral



2. Social media advertising



3. Magazine advertising



4. Giving away free items



5. Guerrilla marketing tactic



6. Referral program

- To help determine the look and feel of the company.
- To target online users that seek information about 3D printing and ways to help the environment.
- To target individuals who like to read about Eco-friendly companies.
- To build its own data base when asking customer information to enter monthly draws.
- To help the community learn about the benefits of 3D printing.
- To allow customers blog about the brand experience.