

## Solid Work for SolidWorks

Let's face it: stuffing nerds into confined spaces isn't a new idea. What is new, however, is how Boston's Small Army was able to use that very concept to create something most geeks never find—mega-popularity.

When Concord, Massachusetts-headquartered DS SolidWorks was preparing to roll out their new 3D CAD software, they wanted to make a big impression on one very important, albeit very hard-to-reach market: actual CAD designers. To make it happen, Small Army knew it would have to rely on support from inside the designer community itself. And to do so, they needed to go viral. Enter web series *3Dudes Gone 3D*.

The premise: three “dudes”—a CAD guru, a young designer and a budget-focused manager—just trying to do their jobs while avoiding the inevitable conflict of working in a cramped trailer. With quirky storylines that feature the benefits of SolidWorks software—while also seamlessly tying in oddball elements like pre-licked birthday cake, planning for fantasy rock tours and giving in to swine flu hysteria—the series is able to stay on message without sounding like a commercial. And, as you can imagine, it's really funny.

With seven videos to date, plus lots of freebies like downloadable ring tones and trailers, you can see why *3Dudes Gone 3D* created the kind of buzz that attracted over 100,000 visitors in the first six months. And for DS SolidWorks, that's the kind of success that rescued them from eating lunch in a locker—and put them on a first-name basis with the in-crowd.

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## 3M's new spokesperson is totally sick

3M is everywhere. If you've ever stepped into a school, hospital, office building, home or any other enclosed space where people exist, this global corporation has undoubtedly left its mark. With such prevalence, you'd think there'd be no competition. But, recently, 3M has been putting its efforts toward taming a presence as widespread as its own—the flu.

To introduce their new streamlined influenza detection system, 3M turned to Nicholson Kovac, Inc. Instead of implementing a fear-based campaign, the Kansas City agency opted not only to make the virus itself the focus of its print ad visuals, but also to assign the peskiest of bugs with a playful, albeit antagonistic, personality.

And once you're infected by the clever headlines, you can get down to reading some serious copy about this innovative system. So, maybe 3M's new device doesn't actually treat the flu. But a smart, creative take on a practical product—that's one thing we'll never get sick of.

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## Take CARBO's Words For It

When the explaining gets tough, the tough create entirely new terms to connect with their target audience. Or, at least, that's what CS Creative did for CARBO.

Based in Houston, CARBO is a leading provider of products and services that increase productivity in oil and gas reservoirs across the globe. As you can imagine, they deal with some pretty technical stuff. But, you don't develop product solutions that can increase ROI by up to 30 percent without getting a little technical. Unfortunately, CARBO had no concise way of conveying this to their target customer base.

That's where CS Creative came in. Instead of trying to overload a limited amount of ad space with jargon, the Dallas-based marketing firm opted to coin a new term and use advertising to get it adopted as an industry standard. In a clever three-phase integrated marketing campaign, the new "Economic Conductivity" was first introduced for recognition, then its significance was revealed little by little to the audience. A campaign, a Wikipedia page and a trade show later, CARBO's "Economic Conductivity" is conducting quite a bit of business.

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## Worried about the bill? Go Dutch.

If someone in business tells you it isn't about the bottom line, they're lying. Especially if it's ING. Founded in 1991 by a merger between *Nationale-Nederlanden* and *NMB Postbank Group*, this Dutch financial institution was born and raised on the idea of profitability.

And that's exactly the focus of their print campaign from fellow Dutch agency THEY. The ads bring the bottom line front and center by not only defining what it means to a business owner, but by using simple graphics to make it more than just a number. And in emphasizing the convenience of ING's international locations, personalized solutions and customer support, the campaign positions ING as the common-sense approach to banking that still gets you results. With so many messages out there designed to obscure the fact that banking is all about the bucks, THEY's treatment of the bottom line is sure to keep ING at the top of the heap.

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## Great Work, Dummy

Veolia Environmental Services cleans up after roughly 21 million commercial and domestic customers throughout the UK. Now, they want to make sure their employee health and safety records are just as clean.

The campaign's messages about workplace safety are driven home through spiffy visuals and video featuring spokesdummy RAE (Risk Assessment Expert). Based on the premise "let the dummy do the testing so you don't have to," RAE is shown suffering (as much as a dummy can suffer) the consequences of avoidable workplace accidents. With the help of a non-human character, IAS B2B Marketing was able to strike a balance between serious and funny—all with the effect of getting some real attention from their viewers. And if there was a way to use humor effectively to educate about workplace hazards, then other B2B efforts have absolutely no excuse.

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