



Product Launch manual

*The Comprehensive Guide to Use Case
Implementation with Mext Platform*

**How can we revolutionize
product launching through
the implementation of 3D
interactive and smart
spaces?**



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Product Launch Manual

1. Introduction

Product launches, in the past, were primarily reliant on traditional methods such as physical gatherings, printed materials, and static presentations. Attendees would gather to witness the unveiling of a new product, often limited to brochures, product samples, and a brief demonstration.

As technology progressed, so did the product launch experience. The introduction of digital media allowed for more interactive presentations. Attendees could now view product features through multimedia presentations and engage with brand representatives virtually.

In today's rapidly changing landscape, we're on the brink of a new era of product launches.

Embarking on a product launch within the Mext metaverse entails crafting a personalized 3D interactive realm, designed for the promotion of your latest product and the orchestration of launch events and related activities. This virtual space serves as an abundant source of diverse content—comprising videos, images, and events—to bolster and showcase your product launch. Characterized by virtual stages, 3D displays, interactive experiences, and social networking features, this virtual launch enables attendees to immerse themselves in a simulated yet profoundly engaging environment. These launches harness technology to forge distinctive, unforgettable, and globally accessible experiences that transcend the constraints of the physical realm.

Within the pages of this manual unfolds a comprehensive guide, intricately outlining the seamless orchestration of your product launch within the Metaverse using the cutting-edge Mext Platform. Embarking on a narrative journey, we will delve into the enchanting tale of the "Sakura Serenity" perfume launch—an odyssey that artfully intertwines the essence of flower-inspired fragrances with the serene tapestry of Japanese culture. Together, let's craft a story that unfolds the petals of a unique and immersive experience, resonating with the tranquility and beauty of the Sakura blossom.



2. Steps in Building your 3D space

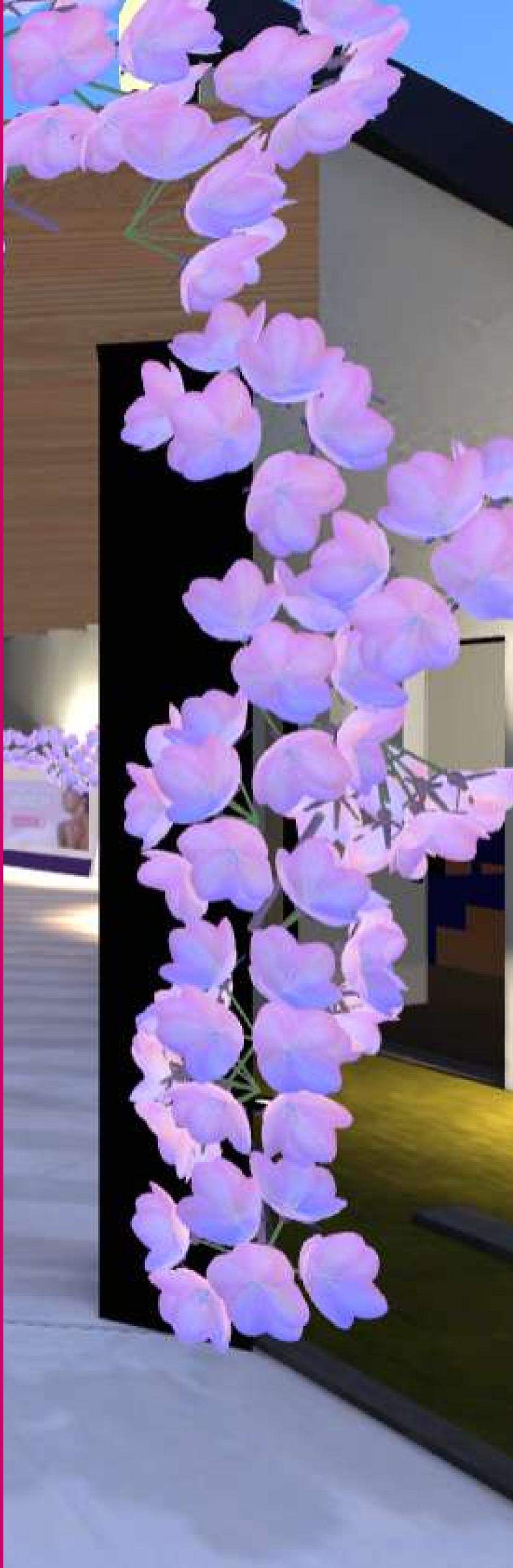
Step 1 – Define Objectives

Begin by crystallizing your objectives, unraveling the emotional and interactive tapestry you aim to weave with your clients and guests. Before sculpting the canvas of your product launch space, engage in a meticulous examination of your product. Identify the visual and spatial direction you aspire to achieve, recognizing that your strategy is the linchpin of success. Design the space not only to showcase your product but also to captivate attendees through entertaining and engaging activities.

In the case of the "Sakura Serenity" product launch, the metaverse serves as the transformative backdrop, propelling the entire experience into a dynamic and immersive digital space. Gone are the days of passive observation; attendees become active participants in this virtual realm.

Within the metaverse, a vibrant narrative unfolds as attendees explore a virtual world where the "Sakura Serenity" fragrance breathes life. Interaction becomes key as they delve into the product's composition and inspiration in an engaging, hands-on manner. This immersive experience invites attendees to virtually wander through blooming cherry trees, marvel at intricate origami art, and gain profound insights into the fragrance's nuanced blend. Activities such as ordering samples, participating in games, joining product launch events, and mingling with VIPs and the creators elevate the level of engagement.

In this new frontier of product launches, the metaverse unfurls opportunities for unprecedented engagement and connection. It facilitates a profound and lasting bond between attendees and the "Sakura Serenity" fragrance, transcending the boundaries of traditional events. The launch heralds a future where innovation and interactivity converge, imprinting a profound impact on every participant and heralding a new era of immersive brand experiences.



Step 2 – Creating the "Sakura Serenity" Product Launch Event

Now, let's discuss how to craft your event program for the "Sakura Serenity" product launch event. It's vital to consider how you want to structure your space to provide a meaningful and memorable experience for your attendees.

Creating a product launch space and event entails crafting the path that your participants will traverse from the event's commencement to its culmination. This process involves mapping out the specific stages and engagements that attendees will encounter within the virtual realm. This may encompass structuring the event's components, delineating the planned activities and interactions, formulating assignments or tasks for participants, and establishing the guidelines and functionalities that govern the event. A comprehensive grasp of the multifaceted interactive capabilities provided by Mext Metaverse will prove indispensable in the development of an engaging "Sakura Serenity" product launch event.

Properly documenting and planning this product launch event is crucial, as it serves as the blueprint for creating your virtual space. This documentation acts as the guiding framework for both you as the creator and for the attendees who will be participating in the "Sakura Serenity" product launch event. The event outline serves as the foundation for the development and success of your virtual space.



The "Sakura Serenity" Product Launch Event Program:

Opening Ceremony: Welcome attendees to the event

The event kicks off with a warm welcome to all attendees, setting the stage for an exciting journey into the world of "Sakura Serenity."

Product Reveal: Unveiling "Sakura Serenity" Perfume

During this live session, the host will unveil the "Sakura Serenity" Perfume, highlighting its unique features and providing a brief overview of the event plan. This segment will also include contest announcements, giveaways, and special guest introductions, adding an element of anticipation and excitement.

Meet the Designer: An Interactive Session

In this interactive virtual space, attendees have the opportunity to engage with the designers, Aiko Miyazaki, Head Perfumer, and Benjamin Harris, Visual Art Director. Attendees can learn about the creative process and the fragrance's journey, gaining insights into the artistry behind "Sakura Serenity."

Break Time: Socialize and Explore

A short break allows attendees to explore the metaverse, socialize with fellow participants, and prepare for the upcoming activities.



Games and Entertainment:

Treasure Hunt Game

Attendees are divided into teams or can participate individually. Clues and riddles lead participants through the metaverse to find hidden treasures. They can interact with virtual objects and characters for clues. Prizes for the winners include exclusive "Sakura Serenity" Perfume samples, adding an element of adventure and reward.

Quiz

After the guest's live broadcast, we will invite participants to complete a quiz at the stand. The questions will focus on what was discussed during the live broadcast. Depending on the answer, it will be a percentage of the discount on the company's products.

A "Sakura Serenity" slogan competition

invites participants to craft a short and compelling phrase that captures the essence of the product. Contestants aim to create the most captivating and evocative slogan that resonates with the theme of serene and peaceful Sakura moments. The competition typically rewards the most creative and memorable slogan.

This program serves as a mere glimpse into the vast realm of possibilities! The opportunities are boundless for fostering interactivity, promoting your latest product, and gaining valuable insights into your customers' interactions with your offering. With these enhancements, your product launch event is poised to deliver an exhilarating and enriching experience for all participants.



Step 3 - Build the virtual space

In the next phase of preparing for your "Sakura Serenity" product launch, you'll create an immersive virtual space that sets the stage for your exceptional event. Using advanced MetaBuilder technology within the Mext metaverse admin interface, you have a versatile set of tools at your disposal. Begin by choosing a template scene from available options or ask a 3D designer to build the 3D of your dream. If you select an existing template, you can easily customize your virtual environment by adding and arranging various 3D elements, add music, rooms, and interactive features ensuring they align seamlessly with your product launch goals.

For an enhanced experience, consider including stands as contact points or information hubs, and develop any necessary videos while uploading relevant documents and images. Be sure to define a scoring system, promoting an interactive assessment approach! This crucial phase signifies the transformation of your product launch vision into a dynamic, interactive environment that is set to engage and captivate your attendees. With these elements in place, your "Sakura Serenity" product launch will come to life in a vibrant and memorable way. To limit your creativity and self to physical world, it a unique opportunity make the difference



In the upcoming phase of preparing for your "Sakura Serenity" product launch, you will embark on the creation of an immersive virtual space that will serve as the backdrop for your extraordinary event. Utilizing the advanced MetaBuilder technology within the Mext metaverse admin interface, a versatile toolkit awaits your command.

Kickstart the process by selecting a template scene from the array of available options or collaborate with a 3D designer to bring the 3D space of your dreams to life. Whether opting for an existing template or a custom design, the MetaBuilder tools empower you to effortlessly customize your virtual environment. Add and arrange 3D elements, infuse music, incorporate various rooms, and integrate interactive features, ensuring a seamless alignment with your product launch objectives.

For an elevated experience, strategically position stands as contact points or information hubs, and curate compelling videos while uploading pertinent documents and images. Implementing a scoring system further promotes an interactive assessment approach, enhancing participant engagement.

This pivotal phase marks the metamorphosis of your product launch vision into a dynamic, interactive environment poised to captivate and engage your attendees. With these elements seamlessly integrated, the "Sakura Serenity" product launch will unfold in a vibrant and unforgettable manner. Embrace this unique opportunity to transcend the constraints of the physical world and unleash your creativity in the digital realm, setting your event apart in a truly distinctive manner.

Building My "Sakura Serenity" Product Launch Space: A Guided Journey

1. Establishing the Metaverse Space:

- Utilizing the Mext Platform, I seamlessly created a dedicated metaverse space complete with a web page. This not only enhances accessibility by embedding it on your website but also makes it available on the Mext platform.
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2. Choosing a Refined Template:

- The template titled "A Classy and Relaxing Space" was selected to serve as the foundation for our 3D environment. This template sets the tone for an atmosphere that aligns perfectly with the essence of the "Sakura Serenity" perfume.

3. Integrating 3D Elements:

- Leveraging the vast resources of Sketchfab, I sourced 3D elements such as the perfume bottle, cherry trees, flowers, and Japanese decorations. These elements were effortlessly uploaded for free to the Mext Metaverse through the intuitive metaverse admin interface, enhancing the visual richness of the space.

4. Implementing Teleportation Zones:

- To ensure a seamless and immersive experience, teleportation zones were strategically added. These zones serve as gateways, teleporting guests and visitors directly to the product store, eliminating any navigation barriers.

5. Enhancing Attendee Interaction:

- A silver stand was introduced, offering attendees the convenience to order samples, access information, and engage in a captivating quiz game. The addition of an AI-assistant avatar further elevates the interactive experience, providing personalized assistance.

6. Facilitating Live Presentations:

- A screen-sharing panel was seamlessly integrated to facilitate live-streaming of guest presentations. This feature not only enriches the event with dynamic content but also encourages direct interactions between presenters and attendees.

7. Infusing Quizzes and Games:

- To add an element of fun and engagement, quizzes and games were skillfully incorporated into the metaverse environment. The highlight is the treasure hunt game, strategically placing hidden clues and determining rewarding locations, creating an exciting and memorable experience for visitors.

This meticulously crafted product launch space not only reflects the unique allure of the "Sakura Serenity" perfume but also demonstrates the seamless integration of technology and creativity in the immersive landscape of the Metaverse.

Tips on how to effectively create your space

1) Choosing an Appropriate Space

Selecting the right virtual space for your product launch is pivotal. It should align with the initial event plan, reflecting your brand's identity and the essence of the product you're launching. The space serves as the canvas upon which your metaverse event unfolds, making it crucial to make an informed choice.

2) Space Planning

Once you've chosen your virtual space, it's time for thoughtful space planning. This entails dividing the selected area into distinct sections, each serving a specific purpose. Consider dedicating sections to live sessions, entertainment, information booths, and more. By structuring your metaverse environment, you'll provide attendees with a well-organized and immersive experience. It's essential to establish this layout before introducing any 3D models, ensuring a seamless flow of the event.

3) Model Preparation

Efficiency in adding 3D models to your virtual environment is key to a successful launch. To streamline this process, it's advisable to prepare and store these models in one central location. This central repository simplifies the management of assets, reducing the risk of confusion during the event setup.

4) Model Sequencing

In terms of adding 3D models to your metaverse event, consider the sequencing. Starting with smaller models such as vases and flowers and progressively introducing larger elements like trees and buildings. This strategy prevents large elements from obstructing views and facilitates better control over the environment while preparing your space.

5) Optimizing 3D Models

For models that are frequently utilized throughout your metaverse space, it's crucial to ensure they are optimized. Optimization minimizes the model's resource consumption, keeping the metaverse experience smooth and preventing excessive lag.

What can you do to ensure smooth navigation? Make sure to check the weight of your models, and when uploading them from sketchfab.com, be sure to choose the version that weighs less. Sometimes, this simple trick doesn't alter the visual of the 3D model but facilitates navigation and ensures a good experience.

6) Diversifying Your Event

To keep attendees engaged and captivated, it's essential to think beyond the static presentation. Encourage your event planners to explore creative ways to enrich the metaverse experience. Suggest adding interactive games, competitions, or other engaging activities that involve attendees directly. These interactive elements not only enhance the event's entertainment value but also encourage active participation, ensuring that attendees remain deeply engaged throughout the product launch.

By following these steps and incorporating these tricks, you can orchestrate a metaverse product launch that is not only efficient and successful but also an exciting and memorable experience for your audience.

Step 4 - Test, Launch and Embed

In the testing and launching phase of the "Sakura Serenity" product launch event, the virtual environment undergoes a comprehensive evaluation, fine-tuning, and is subsequently prepared for attendees. During the testing phase, we meticulously assess the functionality, user-friendliness, and the event's effectiveness.

This involves scrutinizing all elements, including the 3D models, interactivity features, avatar mobility, audio functionalities, chat rooms, and teleportation links. Our goal is to identify and rectify any potential technical issues or hiccups that might disrupt the product launch event's seamless execution. This ensures that the event operates smoothly and efficiently across various devices and platforms.

Once we've addressed and resolved any potential issues, the interactive 3D space is officially launched, granting attendees access to the "Sakura Serenity" product launch event and allowing them to fully engage with its content and interactive features.

In the embedding phase, we seamlessly integrate the interactive 3D space into your product launch event's website using the built-in option in the metaverse admin interface. This integration simplifies the process for attendees, enabling them to access the virtual space directly and conveniently through the event's website, enhancing their overall experience.



Step 5 – Organizing the Product Launch Event

One of the key advantages of the Mext platform is its integrated event software, designed to facilitate seamless organization and promotion throughout the entire event lifecycle—from pre-event preparations to the event day and post-event follow-up.

Pre-Event Preparation:

1. Participant Registration:

- Simplify participant registration with Mext's user-friendly process. Customize registration forms to gather pertinent information about your visitors.

2. Technical Rehearsals:

- Conduct thorough technical rehearsals involving speakers, exhibitors, and key team members. Ensure familiarity with the virtual platform and any specific features. Utilize Mext's video meeting tools for rehearsals.
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3. Promotion and Marketing:

- Leverage the Mext platform for email campaigns and utilize your 3D space to create diverse and compelling content, including images and videos. Generate anticipation for your product launch event.

Event Day

2. Virtual Check-In:

- **Open the virtual doors and warmly welcome participants. Provide clear navigation instructions within the Metaverse, whether through avatars or the "Message to all" feature on the Mext platform.**

2. Supervise the Event:

- **Manage the event actively, just as you would in a physical setting. Approach visitors, engage with them, and ensure they have the support they need. Monitor speaker connectivity and stage presence to uphold a seamless experience.**

3. Immortalize the Moment:

- **Capture the event through video recording to create compelling content and lasting memories of your product launch event.**

Post - Event

1. Access to Recordings:

- **Make event recordings, presentations, and other relevant content accessible to participants post-event, fostering continued engagement and learning.**

2. Feedback Collection:

- **Gather feedback through surveys or direct communication to evaluate the event's success and identify areas for improvement in future editions.**

3. Analytics and Evaluation:

- **Analyze event analytics to understand participant interaction with your product. Utilize this data not only for product marketing but also to refine your approach for upcoming events.**

By following these meticulously curated steps, you will orchestrate a dynamic and engaging event within your 3D interactive space and the Metaverse. This approach fosters meaningful interaction and connection with your brand and product, leaving a lasting impact on participants.

Explore Additional Resources for Building Your 3D Interactive Space & Metaverse:

Platform Documentation:

- Detailed platform documentation is available at [Platform Documentation](#).
- Access the [FAQ](#) section.
- Learn "How to build your booth?" through a comprehensive document.
- Access a document on "How to join the stage when you are a speaker?".
- Learn [How to embed your 3D interactive space in your Wordpress website?](#)

Whitepapers & Use Cases:

- Delve into Mext's whitepapers and use cases.
- Access guides for use case implementation with the Mext platform.

Tutorials Videos:

- [Video tutorials](#) are accessible for your convenience.

Everything about 3D Models:

- Discover [how to obtain ready-to-use 3D models](#).
- Learn the [process of creating 3D models for your products](#).
- Explore [techniques for transforming any text into 3D](#).

Mext Support:

- Reach out to Mext support at contact@mext.app.

Trainings:

- Engage in [bi-weekly training sessions](#) in English every Tuesday at 3 pm.
- Participate in [bi-weekly training sessions](#) in French every Tuesday at 3 pm.



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