Autodesk®

SINGLE FOCUSED GOAL

INTRODUCTION
In our Image-Identity Gap Analysis, we found that there is a disconnect between Autodesk's perception of itself as an approachable, "everyone's a maker" brand, and consumers' perceptions of it as a highly-technical, not user-friendly brand. Furthermore, we discovered that this gap was most pronounced among consumers without direct interactions with the brand whereas consumers with direct interactions with the brand had more positive things to say about Autodesk.

THE GOAL
Our goal is to create an in-depth, sticky experience for college students in less technical fields, that introduces them to relevant Autodesk products and leaves them feeling empowered and excited to use Autodesk products to create and share things with their friends. Specifically, we want visitors to our experience to come away with a physical artifact they helped create and shift their perceptions about what it takes to become a "maker."

METRICS
We will measure the success of our brand experience in a couple of ways.

Surveys.
In the weeks before our experiment is run, we will create and distribute electronic surveys to various mailing lists on campus and gather quantitative data on peoples's perception of

Autodesk and their overall comfort level with building or creating things using modeling software. After our experiment is run, we will distribute the same survey again and look for statistically significant differences in results. This metric will help us determine how sticky and social our experience was and how well we were able to encourage visitors to share things about the brand with their friends.

Interviews.
While a visitor is going through our experience, we will be asking them questions about their previous experiences with the brand, how much they feel the experiment challenges or reinforces their perceptions of the brand. In this way we hope to measure on a qualitative and individual level the change we are affecting on perceptions.

Social Media.
We will create a Facebook event for our experiment, and seed our experiment location with specific hashtags. By tracking the number of visitors/attendees to our Facebook event page, and mentions of our hashtag on Twitter, we will get another data point on how successful we were in creating a shareable experience.

OTHER CONSIDERATIONS
Fun! We want to make sure our experience is not only engaging and sticky, but is above all fun and emotional. Recently, the CEO of Autodesk, Carl Bass has spoken about his desire to create "a sense of awe and wonder" when consumers are using his company's products. Driving home this point that Autodesk's tools are not only powerful and competent, but also emotionally engaging and fun will be the icing on the cake for our brand experience.

OUR DRIVING QUESTION

*how might Autodesk create **deeper, stickier experiences** with customers in a way that engages non-technical consumers and highlights their existing outreach efforts?*