

# CASE STUDY

RODA BY BASCO

## Location

Ohio

## URL

[www.rodabybasco.com](http://www.rodabybasco.com)

## Industry

Shower Enclosures

## Solution

- 3D Set Shots

## Results

- Marketing Images Created Before Product Production
- Coordinated Brand Launch
- Beat Sales Expectations
- Fraction Of The Cost Of Traditional Photography

**“MediaLab was able to bring out the unique personality behind each collection and pick up on what we needed. We got all of the components in the 3D Set Shots to fit the level of quality and elegance our products represent.”**

**- Linda Garman**  
*Director of Marketing Communications at Basco*

## 3D SET SHOTS ENSURE SUCCESSFUL NEW BRAND LAUNCH

### Challenge

Basco was preparing to launch RODA — a brand new line of frameless shower enclosures designed to transform the standard bathroom into a luxurious personal haven. The line contained eight entirely new collections, each with a unique personality and style. As part of the launch, the marketing team needed to produce images for the new website and other marketing materials.

According to Linda Garman, Director of Marketing Communications at Basco, “For years we’ve used home shows in the Cincinnati area to get the product photography we needed.”

Even though home shows were a very cost effective way of obtaining traditional photography and the bathrooms were beautiful, Basco had very little control of the end product. “We were at the mercy of the builder,” says Garman. “Even if the builder decided to use our product, there could be limitations in how the installation could be photographed, or there could be issues with lighting. It just got very complicated.”

For the launch of RODA, Basco needed specific imagery to match the unique personality of each collection. The team found that, even under ideal circumstances, it would have been impossible to arrange all eight set shots simultaneously with the homebuilders — especially since this was a new line and the product was still being designed and sourced. Basco also realized that, while building customized sets seemed to be the obvious answer, it was going to be cost prohibitive.

### Solution

The team began researching the possibility of using 3D set shots. This process showcases products in a photoreal environment — any décor, location, lifestyle or setting — without having to build a set, source product or hire a photographer.

Basco also needed a partner that could leverage their engineering files and mood boards. Ultimately, Basco chose MediaLab 3D Solutions, a company with expertise in high-quality 3D product imaging.



**MEDIA LAB**  
3D SOLUTIONS

**3D set shots showcase products in a photoreal environment – any décor, location, lifestyle or setting – without the need to build a set, source product or hire a photographer.**

Jennifer McComas, Vice President of Production & Operations at MediaLab explains, “Each RODA collection had a specific handle design, geometry, color cue, personality, and esthetic. While each line was very distinct, we also wanted to make sure they felt like part of the same luxury brand. Each vignette had to showcase the product, incorporate design elements from the shower door, support the brand overall, and create a haven that would be appealing to customers.”



3D Set Shot for the Geolux Collection from RODA by Basco

Fortunately, being a 3D environment, the team had control over every element. From the lighting, to the towels, to the cabinetry and showerheads — every detail fit the personality of each collection and communicated luxury. Exotic materials and locations were no longer off limits. The team had the freedom to use high-end components like bamboo and marble. One vignette included an evening skyline, while another was featured on the beach.

“MediaLab was able to bring out the unique personality behind each collection and pick up on exactly what we needed,” says Garman. “All of the components in the 3D Set Shots fit the level of quality and elegance our products represent. It would have been impossible to get this level of quality and variety using photography from the home shows, or even building custom sets.”



3D Set Shot for the Dresden Collection is about harmony and minimalist design

## Results

### ***Better Settings. Lower Cost.***

Visit the website for RODA by Basco:  
[goo.gl/qn8XY](http://goo.gl/qn8XY)

3D Set Shots were a substantial cost savings over traditional photography.

**"3D Set Shots from MediaLab cost 75% less than traditional set photography."**

"Even if we built a set and attempted to repurpose that set for all eight vignettes, the 3D Set Shots from MediaLab would end up costing about 25% of what we would have spent on traditional set photography," remarks Garman.

The scenes in the 3D Set Shots were also far more dynamic than anything Basco could have achieved on a set. Garman states, "There is no way we could have physically gone to all of the environments represented in the 3D Set Shots created by MediaLab."

### ***Complete Flexibility***

When it came to perfecting each image, Basco found that the time spent finessing 3D Set Shots was far more productive.

"With traditional photography there is always a risk of being disappointed with the end product, and then you are stuck. Even if the image is beautiful, it maybe a style that is overdone or it just may not 'wow' you the way you wanted. This requires being very visionary to get the shots you are looking for," explains Garman. "However, even if you are visionary you could still end up being disappointed. For example, when you order and install custom product, there is a chance the finish is going to be different than you expected. Or if you bring all of the decorations you thought you were going to need, there could still be something else that you felt was missing."



3D Set Shot for the Rolaire Collection with view of a city skyline

**"By utilizing 3D Set Shots, we eliminated the risk of having time and resources wasted."**

With 3D Set Shots, the Basco team discovered that their initial vision for each image was not set in stone. 3D Set Shots allowed them to see each environment come to life and gave them the flexibility to change things during the process.

"If we were wrong about a finish we could change it," says Garman. "By utilizing 3D Set Shots, we eliminated the risk of being stuck and having time and resources wasted."

### ***Faster Time to Market***

Basco needed images well in advance of its sales meeting launch so that RODA could be featured in many planned venues. MediaLab's process for 3D Set Shots—including the ability to work directly from engineering files—allowed the team to introduce RODA quickly and meet their tight deadlines.



**“We were able to beat expectations in an economy that is not the most favorable. I do not know what could be more important than that.”**

“Working with MediaLab, many of the components were happening simultaneously. For example, engineering could be working on sourcing materials at the same time we were working on the vignettes,” shares Garman. “Plus, because we had eight vignettes in production, we could be working on the personality of one, while another was being drawn, while another was being finalized. This allowed us to keep the process moving.”

### ***Positive Consumer Reaction***

When Basco conducted a focus group, RODA’s haven-like product images proved to be very appealing to participants. Several consumers said they could see themselves, or they wanted to see themselves, in the bathrooms from the RODA collection. The havens were something they wanted in their lives.

“We achieved what we were after. More of an experience, than just a product,” confirms Garman. “MediaLab was able to deliver desirable environments, so someone says, ‘I want that in my home.’”

### ***Reusable Across Multiple Channels***

RODA’s images were so well received that they became the flagship images of the brand.

Today the images can be found on the [RODA website](#), Facebook page, online videos, product displays, catalogs and commercials.

“We even have the images framed and hanging on our walls. They are in many of our showrooms as art,” says Garman. “They have been very well received.”

### ***Sales Success***

Sales of the RODA collection have exceeded expectations. Basco attributes that success partially to the fact that they were able to effectively introduce and communicate RODA’s uniqueness and luxury in a way that simply wouldn’t be possible using traditional methods.

Notes Garman, “We were able to beat expectations in an economy that is not the most favorable. I do not know what could be more important than that.”

## **About RODA by Basco**

RODA by Basco features the latest innovation in premium luxury shower enclosures. The RODA brand features eight distinctive collections – created, designed and crafted to help bring personal havens to life. All of the collections feature premium materials, precision engineering, and distinctive hardware. RODA is backed by Basco’s history of over 50 years crafting personalized shower experiences.

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