



Brand Identity in Action

3M Brand Identity eNewsletter
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Order Your 3M Brand Identity Desktop Reference Guide



A new version of the 3M Brand Identity System Reference Guide is back because of popular demand. This desktop reference guide provides a constant reminder of 3M's brand identity standards to help build a consistent image in the marketplace.

[Contact us](#) to request your copy!

Find Great Design Examples Here

Looking for great examples of using the 3M Brand Identity System? Or maybe you have one and want to show others. [The Examples Gallery](#) is the place.

Since the launch of 3M's Brand Identity System, numerous designers have contacted the Identity and Design team to see sample layouts that demonstrate the range of the new system. The team has gone a step further and created an Examples Gallery to showcase actual communications work (maybe even from you!). From packaging and labeling, to Web and e-mail announcements, to fully integrated promotions and communication campaigns, you'll see some of the best and brightest examples supporting the 3M Brand Identity System.



How the Global Team in Oil & Gas Increased Brand Awareness from 33% to 98%



3M's global involvement in the Oil and Gas Industry spans 60 years, providing products and solutions that range from 3M™ Safety-Walk™ Treads to 3M™ Scotchkote™ Coatings. But in 2006 an internal and external brand-health survey showed only a 33-percent 3M brand awareness in the UK & Ireland Oil and Gas Market, and 0% percent familiarity. In other words, nobody in the UK and Ireland associated 3M Company with Oil and Gas products, technologies and services. Similarly, they found that their sales collateral lacked a consistent identity and market face – and as a result, it was not easily recognizable as 3M.

The Oil & Gas Global Team launched a “Building the 3M Brand in the Oil and Gas Market” program to respond to these findings. Because the program coincided with the implementation of the new 3M Brand Identity System, it gave the team common ground, a consistent market face and the resources needed to quickly and economically customize communication pieces for different countries and markets. It also allowed the team to offer a range of complete, integrated solutions – rather than rely on separate divisions promoting individual products. Ultimately, it gave them the platform they needed to meet their objectives, and the program was a huge success. By the beginning of 2008 3M UK and Ireland brand awareness moved from 33 percent to 98 percent, and where 3M brand familiarity was essentially nonexistent in the UK and Ireland, it jumped to 38 percent.

It's another great example of mindful planning, collaboration, and global brand due diligence coming together to create great solutions – and a prize-winning one too: This team effort won the 2008 3M Global Communication Award! Congratulations to Simon Edwards, Kathy Powell and the rest of the team members on their outstanding achievement.

Acquisition and Brand Integration

It's no surprise that acquisitions have recently become a significant global growth driver for nearly every business unit and division within 3M. And to be a success, to ensure that brand integration is seamless and new sales come more quickly, every acquisition needs a brand integration strategy that is properly planned and managed. Will the new brand be a good fit within current identity guidelines, or will it remain a separate company? What opportunities exist for growing the brand? What risks and protections do we need to consider?

The Corporate Brand Strategy Development and the 3M Brand Identity and Design Departments team together to work with acquisition groups to efficiently integrate new brands into 3M's Brand Identity System, offering their expertise and assistance in brand due diligence, integration visualization, trademark consultation and SKU rationalization.

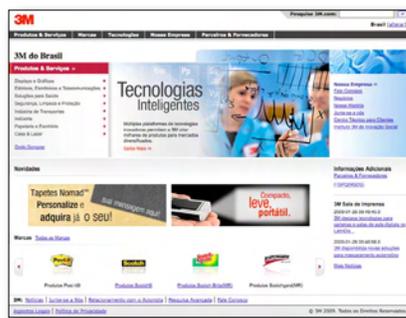
Bringing these teams into the mix early on in the process can lead to:

- Quicker, more seamless brand integration
- Easier, more cost-effective product portfolio
- Faster, more efficient sales, both regionally and globally

With acquisitions so critical to 3M's continued growth, contact Jane Anderson (651-733-4381) or Cory Hanscom (651-736-0413) to discuss what guidance and expertise they can provide your team.



3M.com Global Sites: Now More Engaging and Easier To Use



The 3M.com home page redesign project is underway, and the first five countries, [Brazil](#), [Germany](#), [Hong Kong](#), [India](#), and the [United States](#), are live.

With only one chance to make a first impression, and because it provides information to a wide range of users, 3M takes its Web site's home pages very seriously. In an intensive eight-month project across ten countries, 3M's e-Marketing group leveraged design elements of the identity system and then used their technical and strategic expertise to create home pages that speak to a varied audience – one that includes consumers, retailers, suppliers and investors – and that deliver powerful messages about 3M's technical capabilities, market presence, and corporate responsibility.

To learn more about the 3M.com home page redesign project, [click here](#).

Surveying the Brand Landscape

The survey results are in: People are using the 3M Brand Identity System more. They're using the Web site more. Communication pieces have become quicker to design, develop and produce, especially when 3M business clients provide suppliers with a 3M Creative Brief to include clearly stated program strategies and objectives.

To gauge the effectiveness of adopting consistent brand strategies by our internal teams and external suppliers, the 3M Brand Identity and Design Team in cooperation with several Six Sigma program teams launched three independent surveys in 2008. Each survey was crafted to gather specific data to measure productivity improvements associated with the new Brand Identity Standards, the awareness and application of the new Standards and to identify additional tools needed to assist with the implementation of the 3M Brand Identity Strategy and Standards. The surveys showed just how effective the strategy has become:

- An average of 18-percent productivity improvement in creative design time resulting in an overall cost savings to 3M of approximately \$9.2 million over a 12 month period in the U.S.
- The Identity System survey showed that 90 percent of all respondents said they were aware of the 3M Brand Identity Strategy and Standards. And the number who claimed a high degree of familiarity with the system more than doubled, to 32.1 percent.
- Seventy percent say they use the Web site for obtaining Strategy and Standards information, and the number of external suppliers who claimed they "nearly always" reference the site jumped from 24 percent to 43 percent. For internal 3M respondents, those results more than doubled, to 30 percent.
- The number of U.S. internal and external respondents who say they always apply the standards was a phenomenal 75 percent. Outside the U.S., the number was a staggering 100 percent!
- Use of the 3M Creative Brief significantly reduces time and rework associated with the development of sales and marketing support materials resulting in additional cost savings and productivity efficiencies for 3M.

There's no question that a comprehensible Brand Identity Strategy and system leads productivity improvements and cost savings. And the survey made it clear that the Brand Identity team's objectives and strategies – including consistently expressing the 3M brand, instilling familiarity, building market leadership, protecting brand equity, and providing effective delivery tools – are really working across the board.