



Brand Identity in Action

3M Brand Identity eNewsletter
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The Right Message at the Right Time

Few of us remember a time when clients and customers were as careful and cautious about business decisions as they are today. People crave clear, concise, positive messages these days. Now more than ever, three words matter most when it comes to helping your business cut through the clutter: Focus, Focus, Focus. If you'd like assistance for how to develop the best montage message and imagery for your business, contact the [Brand Identity and Design team](#) today. Or, for further guidance with Corporate Key Messages, [click here](#).

At the heart of the 3M Brand Identity Strategy is creating a simple, impactful and differentiating message – and finding the most effective imagery to support it. While distilling an entire communications piece down to a few words and images is part art, and part science – it can also be a challenge, especially in this market.

In a recent presentation, "Tune Up Your Value Proposition," Bob MacDonald, senior vice president, Corporate Marketing and Sales, noted how important it is to define the best messaging:

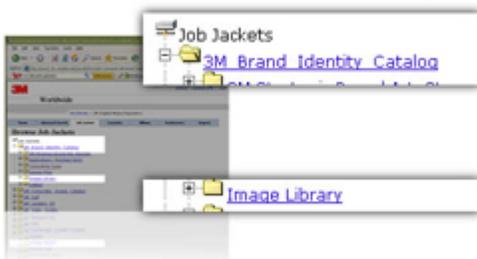
"If we are going to seize the moment in these tough times, we have to understand how our customers are changing and tune up our value proposition. The trick is to figure out and apply what can make a difference. You know we're a company that is going to stay in business. Not all of our competitors can say that, so our value proposition has some new competitive attributes."



The right message should be one of the first elements developed prior to beginning any communications. Remember:

- Less is more. Simplify your message and your audience will be more likely to remember it.
- Does it resonate? Does your message echo the 3M brand promise of "practical and ingenious solutions that help customers succeed"? And are you building value relevant to the current market situation?
- Clear message > strong design > creative efficiencies. You'll get a stronger montage design with a clear message. Since the messaging drives the imagery selection process, having a clear message helps provide clear direction to your creative suppliers. Clearer direction narrows the imagery selection process and that helps improve design, reduce costs and increase efficiencies.

3M Digital Media Repository



Messaging guides the imagery selection process, but the images selected also help reinforce the message. Because the 3M Brand Identity and Design team recognizes this dependent relationship between imagery and messaging, they have partnered with several 3M businesses to invest in successful and impactful photography – creating new, original imagery that is high resolution, 100% 3M-owned and available for use in sales and marketing support materials at no cost.

Communication service suppliers should search this new Digital Media Repository 3M Brand Identity Catalog (the first job jacket in the DMR) for solutions prior to purchasing any stock photography.

Exhibiting in the new business environment

In today's challenging economy, competitors are committing less time and fewer resources to trade shows. This translates into less competition on the floor and increased opportunities for 3M. According to the Center for Exhibition Industry Research (CEIR), it also means there are more potential customers in attendance who have actual buying power.

So what do you need to do to capitalize on your improved presence?

- Challenge your creative suppliers to create designs which adhere to the 3M Identity System so you're making the most powerful use of the 3M brand and standing out in the crowded exhibition environment.
- Create impactful designs that can be used across multiple mediums so you can maximize the use of your communications budget.
- Work with your exhibition consultants to plan, organize and maximize your tradeshow and event presence.



Steve Daniel, business communications supervisor for 3M's Industrial & Transportation Business, developed a recent exhibit at a trade show hosted by a major 3M distributor, Grainger Industrial Supply Corporation, and he says that a big reason for its success was the clear differentiation provided by the 3M Identity System.

"Our theme was Ingenuity, Productivity, Variety and Quality, and we had eight separate 3M divisions attracting visitors with unique presentations. Using 3M Identity standards, all of the demos had consistent imagery and messaging, and the cohesive montage design helped pull together everyone under one umbrella. We were able to create displays related to the distributor and their objectives, while staying true to the 3M identity. At the show, a Grainger marketing executive commented that it was one of the best booths he had seen of the many tradeshow he attended and it was well thought-out, well-organized and well-synchronized with the Grainger themes."

The 3M Brand Identity System in conjunction with a 3M Creative Brief allows for a consistent brand and marketing face while providing a quick and economical way to create customized exhibit and event graphics across multiple markets or segments.

For more help and information on the 3M Identity System and Exhibition graphics, [click here](#) to visit the 3M Brand Identity Web site.

Briefly...

Use of the 3M Creative Brief ensures internal agreement on investment strategy and provides clear guidance to external communication suppliers. It also helps bring clarity of message to your audience – and the right message should be one of the first elements developed prior to beginning any communications.

3M Skin and Wound Care communication supervisor Terri Oberle understands the value of a good 3M Creative Brief. She wrote one to prepare for a large sponsorship of a recent WUWHS trade show.

"The Brief allowed us to define our strategy and stay committed to it. The results we achieved from using the Brief have allowed us to stay committed to that strategy in 2009 with all of our major shows. It not only allowed us to reduce or maintain spend, but it elevated us above the level of our competition in terms of presence and professionalism... Based on the good results we achieved, we have now standardized the practice of doing 3M Creative Briefs for all of our major shows in Skin & Wound Care and Infection Prevention."

To see Terri's completed Brief, [click here](#). Or, to fill one out for your next project, visit the Marketing Communications Resource Center, in the Communication Programs Section, under Planning (for the 3M internal link, [click here](#)).

eMarketing: What it takes to get recipients to stick with your message

With a real need to find cost-effective ways to connect with our customers, there's no question that eMarketing or Interactive Marketing is rapidly gaining traction. But the face of eMarketing is evolving along with our technology and economy – and with our messaging habits.

Getting the 3M Professional Marketing Development and the Brand Identity and Design teams involved early will help you create even greater value in your campaigns, maximize results and show a consistent face to your customers.

Partnering with 3M's Professional Marketing Development group can show you how simple elements like content in the "From" and "Subject" lines of e-mails, and ensuring your call-to-action is above the fold, can impact your response rate – and ultimately your relationships and sales. "E-mail done badly is worse than sending no e-mail at all," according to David Reynolds-Gooch, group manager, 3M Professional Marketing Development. "Forrester studies show that customers value relevant e-mails they sign up for. The great news is that 3M businesses deploying e-mail on the Epsilon platform, are making good progress at growing their e-mail lists and providing relevant content. We are now ahead of industry open and click rates. Next step is to improve the website conversions."

**"E-mail done badly
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- David Reynolds-Gooch

When you are creating a truly integrated campaign, not only do you want to make sure the elements of the campaign are strategically developed, you also want to make sure the campaign is both cost effective and impactful. That's where the 3M Brand Identity System comes in. It creates a consistent expression of the 3M brand so your customers know who's communicating with them, it helps reduce creative costs and it gives you time to focus on the strategy behind campaigns so you can maximize e-mail not just as a tactic, but as a way to engage with your customers and pull them into a relationship with you.

Visit the [new 3M Brand Identity standards for e-mail marketing](#) and contact the [3M Professional Marketing Development group](#) to help cost-effectively increase your response rates, improve your relationships and sales, and make a truly attention-getting campaign.

Do your marketing communications efforts need a tune-up?

Your automobile benefits from following regular maintenance schedules, so why shouldn't the same be true for your marketing communications mix?



The 3M Brand Identity and Design team and the Strategic Communications Department created an audit and assessment process to help measure the effectiveness of your marketing strategy, both in form and in function. (This "check in" assesses the effectiveness of brand strategies and tactics, and gives marketing and communications professionals valuable information to help increase brand equity and create a cohesive, consistent image across product lines and markets.)

If you suspect your marketing communications efforts are out of alignment, or if you need help making sure you're going in the right direction, contact the 3M Brand Identity and Design team and the Strategic Communications Department today.

Through the audit process, teams analyze batches of communications collateral including print, packaging, advertising, web sites, etc., and make assessments about elements like key messaging, photography and typography. The pieces are then critiqued on how well they achieve standards of written and visual brand messaging and design consistency. For the assessment to be effective, a business unit needs to define what it wants to measure.

Examples of 3M businesses who have taken advantage of the audit process:

With nearly 254 pieces of collateral to choose from, 3M Advanced Wound Care sales representatives found it difficult to identify which materials and key messages to use with customers. The objective of the audit was to determine sales rep and marketing needs; develop specific criteria by which to rate each piece; identify priority pieces; and flag those which should be re-designed, combined, or archived. Early findings suggest that more than 50 percent of the current Advanced Wound Care collateral could be eliminated, resulting in thousands of dollars saved in design, printing, storage, ordering and shipping costs. In addition, the sales and marketing teams gained a more clearly defined and prioritized portfolio of marketing communications collateral that will aid in increased efficiency.

Similar audit work proved to be very instrumental as a precursor to the launch of the 3M Brand Identity Strategy. Partnering with marketing and communication professionals across the Safety, Security and Protection Services (SS&PS) Business, the Brand Identity and Design team in St. Paul devised a methodology whereby inconsistencies in graphics and key messages could first, be identified -- both qualitatively and quantitatively -- and then improved upon. As a result, SS&PS was an early adopter and forerunner in leading the roll-out of the 3M brand identity system, and continues to lead in this area.

Contact the [3M Brand Identity and Design team](#) and the [Strategic Communications Department](#) today for more information.

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.



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