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Social Media: Leveraging 3M's Identity System in a New Space

Are you on Facebook? Did you read "Company X's" blog? Do you follow his Twitter?

Social media is all around us. From staying in touch with family and friends, to keeping up on the latest news, arts and shopping trends, to promoting one's own business, 3M employees have found that the social media space is buzzing with activity. If you search Facebook or Twitter, you'll find 3M is already out there listening, connecting and sharing with customers.

Questions about how to use these new communications platforms within the marketing mix come up from interested employees all the time. Can the social media space be an effective marketing tool, or is it simply a "time-waster?" Are there corporate expectations—and potential legal issues—when it's used for work communications? That's why social media standards have been developed: to make the answers less daunting.

Interested in more information? Visit the Marketing Community Center on 3M Source (search: MCC) to read the social media standards, view additional information and resources and find out who to contact for help.

"Social media can be a powerful communications tool and another way to build your brand with a target audience. 3Mers are already doing some great work in this space," said Stephanie Sanderson, Corporate Communications social media leader. "The new social media standards help provide a foundation for appropriate and effective use of social media tools."

It's important to remember that just because you might be engaging with your audience on a third party site like Facebook or YouTube doesn't mean that this isn't an opportunity to extend the 3M brand identity.

"Like any other medium," adds Dale Bohnert, 3M Brand Identity and Design Manager, "the key question to ask yourself when using Social Media as a communications tool is, 'Is the relationship—e.g., as an employee; as a 3M strategic brand; as a third party—to 3M explicitly clear?'"

As an important reminder, 3M Brand Identity elements—e.g., the 3M logo or other 3M trademarks—are for 3M *business use only*. This means that the use of these elements for personal pages or non-3M business activity is not allowed. [Learn more.](#)

The 3M Brand Identity and Design team has begun to partner with 3M businesses and their suppliers to identify and learn from best practices. Current plans are to add an entire section of brand identity standards specific to Social Media applications to the 3M Brand Identity Web site in the coming months.

"Social media can be a powerful communications tool and another way to build your brand with a target audience."

3M Rail Solutions UK: An Eye Trained on New Markets

In New York, it's the Subway. In Chicago, it's the "L". And in London, it's the Tube. Millions of Britons ride the rail system each day, both in the capital's Underground and national Overground systems—and each day the 17,500 railcars log nearly hundreds of thousands of kilometers. With these numbers, it's no surprise that Marcus Bennett, a senior market development executive with 3M Rail Solutions Market Center UK, realized that 3M should be in the rail refurbishment market.

There was a local growth opportunity in that market, and they created a Market Center called Rail Solutions. "We did plane, boat and car refurbishments," Marcus Bennett says, "but very little on rail."

To promote the new Market Center, Marcus envisioned bringing an old, retired railcar to their headquarters, and showing how well 3M Rail Solutions could refurbish it. When it came time to communicate, he knew that following the 3M Brand and Identity System to guide the design process would help his project stay on track.

"We got the carriage for free," Marcus says. "It was in a train graveyard. Grass growing up through the wheels. We took the exterior down to bare metal, and back up to sparkling new at the railworks, then had it delivered by low loader and then crane to 3M's UK headquarters for the interior fit-out."

The exterior was painted with 3M paint, and it was then covered in 3M vinyl to promote our exterior film products. Once complete, Marcus invited rail-industry executives and decision makers to the refurbished car for press events and demonstrations of our refurbishment capabilities and solutions.

"We created interactive stations within the car," Marcus says, "identifying the six main pain points that our customers deal with." His team created separate zones to demonstrate solutions for issues ranging from Protection (products that help the asset last longer), to Safety (lighting and signage products), to Environment (products that reduce weight and energy consumption), to Livery Solutions (vinyl and window film products for railcar exteriors and interiors).

Marcus's team worked with a graphics studio trained in the 3M Brand Identity System to develop the graphics for the new market center, and employed the identity system to design the inside and outside of the railcar. "Having the brand guidelines made it easy," Marcus says. "We could have had anything up there, with a blank canvas. The 3M Brand Identity System gave us a framework and structure to work with. And we did it quicker than if we had free reign."

The refurbished car, with a design well integrated with the 3M Brand Identity System, has been a great success—and it's definitely helped to grow the market for Marcus' team. Currently, of the 4,400 cars that are refurbished each year on the rail system, 3M Rail Solutions has gained more than 10 percent of that business since entering the market. Marcus says they're shooting for 30 percent in five years.

For more information on this project, contact Marcus Bennett. For more information about how you can bring the 3M Brand Identity System to life on your next project, see other examples of creatively using the system, or to bring multiple product portfolios together under the system, contact the 3M Brand and Identity Team.



Co-branding: It's All About Clear Relationships

Every day, we encounter hundreds of marketing messages on the shelf, online, or in our own cupboards and garages. It's common to see products or services that leverage a key feature or technology provided by another brand or company. It's called co-branding, and it's a natural component of marketing. The co-branded product can command more credibility when it leverages a brand known for an important benefit; customers recognize that trusted connection, and make their purchase based on that recognition.

Weekly, 3M faces the possibility of a co-branded alliance with a customer, OEM, channel partner or other party that wants to use 3M or another brand on their product or marketing materials in a way that is beneficial to them. The 3M name helps its customer sell more products, and in turn, they purchase more products from 3M.

So what's the problem?

3M businesses, our customers, our suppliers and their salespeople are looking for new ways to increase sales and revenue. More companies than ever want to include a 3M brand on their products to add trust and legitimacy. On the surface, creating a lucrative relationship between 3M and a supplier looks like great business sense. But, the short-term sales gain of another company can have long-term consequences for 3M.

Because co-branding agreements grant other parties limited rights to use our intellectual property, all co-branding deals need to be approved by management and legal counsel prior to implementation. This ensures the brands of both parties are protected and 3M partners with companies of similar strength and reputation.

There are two degrees of co-branding relationships: on marketing materials (lower risk potential) and on product/packaging (higher risk potential). 3M frequently licenses its brands, with defined limitations, to be used in marketing materials by distributors, installers, converters and retailers. On product, 3M is much more careful about licensing its brands, and limits co-branding to strategic brands only.

For example, if a product manufactured by a small company caused health problems, or was dangerous in some way, and the packaging had a 3M logo on it, we have to factor in the possible damage to our reputation plus costs of defending any perceived liability claims, even if the 3M component had nothing to do with the issue.

Good co-branding communicates the role each brand plays, so all participants can benefit. The best relationships have a "host" brand and a "guest" brand hierarchy. The host has the dominant presence, and the guest brand has their presence clarified with some sort of descriptor near their name.

The 3M Brand Identity and Design department reviews many proposed designs. Cory Hanscom, a manager in the 3M Brand Identity and Design department first asks, "What role is each brand playing? Is the relationship clear between the brands or companies? There can't be an ambiguous merging of the two."

There are people in Corporate Marketing, Corporate Communications and the Office of Intellectual Property Counsel who can help. "Get us involved early," Cory says, "before the relationship is too far established. We can help visualize what the relationship can look like, and make sure there are no unrealistic expectations."

If you're pursuing a potential co-branding relationship, contact the Corporate Brand department, the Brand Identity and Design department or the Office of Intellectual Property Counsel to learn more.

Co-Branded Relationship



Customer Events: Bringing the 3M Brand Identity to LIFE!

Heidi Anderson, marketing communications specialist in the 3M Graphics Market Center, knows the value of an effective identity. She also knew that she could save time and expense in the planning of an upcoming tradeshow for 3M Light Management Solutions by tying all of the event materials to the new identity. What she discovered was that the team could seriously strengthen the brand's presence at the tradeshow through creative and repeated impressions of the system.

How did she do it?

The 3M Light Management Solutions team invited electric sign shops to an "Illuminated Sign Summit" event to see the new products. "We needed to create invitations, emails and promotional materials to announce the events," Heidi said. "We wanted to incorporate the identity in all the pieces, because we understood the importance of making the event bigger than just the event itself. We needed to get the brand out there."



And their identity strategy allowed them to do much more. Every piece of collateral, every sign, everything the customers saw—had the 3M Brand Identity System at its heart. Nametags, place cards, signage, invitations, collateral folders, email headers, website and slide presentations all carried the same memorable identity elements. Even the bus drivers who met event-goers at the airport held montage-themed signs to help solidify the association with the event and the new 3M products.

This was also one of the first events to use the new 3M™ Scotchprint®-On-Demand Graphics Service. All of the "wayfinding" floor graphics were created with the new tool. The floor graphics, complete with the now-recognizable montage, were placed at hotel and convention center entrances, instantly reinforcing to event-goers that they were in the right place.

Through repeated impressions of consistent designs, the 3M brand image for the business was fixed in the customers' minds. "The event turned into a bigger experience because of the unification of all the materials," says Heidi. "It really streamlined the promotions process, too. Since the design was already created, all our marketers could focus their energy on the content and getting the message out."

If you're planning an event, and need some help or inspiration with how to unify your message, and integrate your marketing materials, contact the 3M Graphics Market Center and the Brand Identity Design Team.

Toolbox: Supplier Selection and Management

How do you find the best supplier to work with for your marketing communications efforts? Do you learn about them through word of mouth? Maybe you just call the same agency every time, because you're familiar with their work. You'll be happy to know there's another way.

To make the task easier, more efficient and more effective, the 3M Supplier Management Committee has developed a supplier selector tool to help business units choose, or compare, 3M contracted suppliers.

Using 3M-contracted suppliers helps ensure that you'll receive consistently high-quality communications pieces that comply with 3M Brand Identity Standards. Choosing the right supplier also helps protect confidentiality and intellectual property, and it helps standardize billing, project tracking and file storage processes. Plus, you will likely save time and money when using a 3M-approved vendor, because of their familiarity with 3M standards and processes.

For assistance with supplier selection, you can also contact any of the sourcing agents or business contacts found here. Other supplier management information can be found in the 3M Marketing Communications Resource Center.

Supplier selector tool link: http://3msource.mmm.com/wps/myportal/3M/en_US/cwt/corporate-work-tools/marcommrc/suppliers/

Communication Services Management Committee link: http://3msource.mmm.com/wps/myportal/3M/en_US/cwt/corporate-work-tools/marcommrc/cssmc/

3M Marketing Communication Resource Center link: http://3msource.mmm.com/wps/myportal/3M/en_US/cwt/corporate-work-tools/marcommrc/

3M Digital Media Repository: Ongoing Enhancements!

Those of you who regularly gather imagery for 3M marketing materials know that the Digital Media Repository (DMR), with more than 250,000 stored images, is the first source for high-quality, 3M-owned photos and illustrations. And, now, we're working to make it an even better, even more reliable, tool.



Because 3M has always been regarded as having extremely high standards, we want to make sure all images used in our marketing and promotional communications are cleared for use and carry all required model- and property-release documentation. So we're working hard to improve the processes and systems for all 3M media repositories—including the EWCD Content Server and all shared drives. Enhancements to the DMR process will include more thorough documentation for releases, copyrights and legal uses. We also are in the process of contracting with stock-photography brokers to negotiate tiered pricing and

usage guidelines. To make finding and collecting the right images easier and faster, we're working on improving the file metadata.

For more information about the new processes and improvements, contact 3M DMR manager, John DeMarco.

DMR modifiers—those employees and vendors who work regularly with the DMR—will receive more facts about the process improvements soon. We'll also provide information about working with the DMR team to perform a self-audit, confirming that all imagery has the required usage documentation.

As a reminder, there's a wealth of assets on the DMR that already follow these standards—images that are fully documented and cleared for use. By utilizing this imagery, you'll save both time and money, while also increasing productivity and speed to market. In the past 18 months, more than 2,000 people images owned by 3M have been uploaded to the DMR, and most of these images feature 3M employees as heroes and subjects, for use in 3M Montages and other creative work. Who better to feature as heroes than our own employees? Who better to depict the diversity—job function, career, age, gender and ethnicity—that is inherent in 3M's culture?

All of the most recent imagery can be found on the DMR in the "3M Brand Identity Catalog" job jacket. If you have any questions about using the DMR to select imagery, contact John DeMarco or any member of the DMR team, for more information.

Additionally, if you have an opportunity to partner with Corporate Communications to conduct a new photo shoot; please contact Dale Bohnert, manager, 3M Brand Identity and Design.

