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### 3M Brazil: Building Awareness and Familiarity

While we certainly take pride in our vast array of innovative products and solutions, we know that if our brand doesn't resonate with consumers, those innovations might not be profitable. So when 3M Brazil reviewed the results of a recent Global Brand Health study that showed room for improvement in customer brand awareness and familiarity, they made some smart changes in their advertising strategy and tactics – and it made a big difference.

According to the 2007 Global Brand Health study, the 3M brand in Brazil found an opportunity to increase indexes such as "Awareness," "Familiarity," "Loyalty" and "Purchase." It had been some time since 3M Brazil made significant investments in corporate communications. So with the help of Paula Franceschini and Luiz Serafim in 3M Brazil Corporate Marketing, they developed a communication campaign that integrated traditional and online media with participation in business tradeshows.

"We know people have heard about 3M, but they don't know the 3M brand and, our corporate values very well, or that we are such a diversified technology company," says Paula Franceschini. "We needed to 'question' our audience about their perception."

So the team had specific objectives in mind with their new advertising campaign:

- to increase 3M brand awareness and familiarity
- to develop attributes related to the 3M brand essence that drive customers to purchase products
- to reinforce the 3M brand promise, quality and differentiation
- to own the innovation position
- to show a technologically diversified company, with many ingenious and practical solutions relevant to consumers' needs.



In the new advertising campaign, they created communications pieces that addressed questions about the 3M brand promise, brand loyalty and brand familiarity:

Did you know that 3M works to create products that make your life easier, better and more practical?

Did you know that 3M has a historical involvement in arenas such as Health, Safety, Social Responsibility, Environmental Sustainability and Innovation?

Did you know that if you think of any product, 3M might be involved in its manufacturing process or as a component of that product?

3M Brazil is pleased with the results. A new survey, conducted in 2009 showed improvements in Awareness, Purchases and Loyalty. "We are again communicating 3M to our public, and we've improved our customers' perceptions of 3M's Innovation, Health, Safety and Sustainability themes," Paula says. "It was the first time in years we had a corporate campaign, using different media, diversifying the points of contact with our customers, helping business units with their needs, and with great coverage and measurable results."

For more information about the campaign, contact Paula Franceschini in 3M Brazil Corporate Marketing.

# Picture Perfect: The Best Source for Stock Photography is Closer than you Think

If you get the chance to look at some of the new recruiting materials from 3M Human Resources, don't be surprised if you see a coworker or colleague featured in the imagery. And if you poke around the Digital Media Repository (DMR), you'll notice more and more 3M employee faces among the product and technology shots.

"We've been working on updating 3M's employment brand and messaging," says Sue Casement, 3M Human Resources communications leader. "And we wanted our communications pieces to support everything that's unique about 3M. But we couldn't find good images to do it."

The 3M Brand Identity system used in employment communications requires a unique style of photography, with authentic subjects, and individuals engaged in real work tasks. Plus, 3M pieces should feature images with vibrant colors and photos taken from unexpected angles and perspectives. "It's hard to source these photographs, because we have a specific style in mind," Sue says. "If we purchased images, it can not only get expensive, but we also run the risk of having another vendor with the same images."



She's right, things can get expensive. Exclusive rights to one image for three years can reach \$40,000. Limited-rights managed images can cost \$1000 per image, with the chance that you'll see it elsewhere.

So, this past fall, with the help of the 3M Brand Identity and Design team, Sue initiated an in-house photo shoot, resulting in more than 250 general-office and more than 100 lab photos that feature 3M employees as the subjects. "It cost us a little over \$4000 to get going on this project," Sue says, "and we wound up with nearly 400 photographs."

The participation and response to the photo shoot has been great, Sue says. "The people we chose for the imagery were proud to represent 3M, plus it was fun for the employees to participate in the photo shoots. We really tried to get a good cross-section of the company, and we reached out to employee resource groups and newer employees." An added benefit is that the images are authentic, showing real people doing real work for a company they enjoy working for.

These images are currently in the DMR, and they're showing up in some communications pieces already. More of these images will appear in early 2010, on imagery at 3M career recruitment booths, in offer packets given to prospective employees and on the 3M Careers Web site when all recruiting materials will be updated with the new imagery.

For more information on the HR photo shoot, contact Sue Casement or, if you are interested in working with the 3M Brand Identity and Design team on a similar project, contact Dale Bohnert.

# Found in Translation: 3M China's Successful Brand Identity Rollout

When 3M's new Brand Identity system was introduced in 2007, the 3M Brand Identity Web site was updated with new reference guides, style templates, montage guidelines and other resources to help communications people and key suppliers implement the new system. It's been a great success, but it's no surprise that 3M's global businesses and their suppliers would need resources tailored to their systems, audience and language.

That's when Joys Wu, 3M China's Corporate Brand Management and Strategy supervisor, got her team in motion.

"We developed a Chinese version of the Brand Identity Web site in 2007 to ensure suppliers and marketers comply with the 3M Brand Identity standards in any communications circumstances," Joys says. "It took us two to three months to complete the whole site translation and web transition. The outcome is quite good. We created a user-friendly interface to get Identity answers from the Web site."

And then, this past August, her team went further.

Joys knew that the 3M Brand Identity system is more than the correct use of the 3M logo. "We learned early on that it's a whole set of brand expectations, and expression through correct logo position, montage imagery and proper message," Joys says. "So we developed the Chinese version of the Desktop Reference Guide to help employees to quickly and easily grasp the major principles and key points of the Brand Identity system."

3M品牌标识规范体系 参考指南



Her team also got creative with announcing the updated resource materials. "We launched the new tool with an email to all employees and suppliers, with the provocative subject line: 'DO NOT VISIT THE 3M IDENTITY WEB SITE IF YOU ALREADY KNOW IT VERY WELL."

Joys says the email has generated unprecedented interest. It received an impressive 449 click-throughs, 15 times more than the average view rate.

Her team isn't finished. Next year they plan to be more focused on co-branding and 3rd party relationships, as Joys foresees there will be more and more requests on these two identity components. For more information about 3M China's identity rollout, contact Joys Wu (jwu9@mmm.com).

### Making Movies: Introducing the 3M DIY Video Site

Whether it's YouTube or Netflix or iTunes, video sharing on the web is exploding. Everyone's got a digital video camera it seems (or carries a device that shoots video!), and everything from baby's first steps to guitar lessons to news events make their way to the Internet mere minutes after being captured on disk.

So, earlier this year, Doug Salmela, 3M corporate executive producer / communications supplier manager, envisioned an internal YouTube-like interface that 3M employees could use to upload and share training or marketing videos and other materials that would benefit us.

"We've had the 3M TV Webstream network in place for five years now, used for internal communications as well as product launches," Doug says. "Here at 3M, 800 events each year – three to six each and every day – are being recorded on video. We needed a portal for simple video delivery and sharing, so we leveraged the Webstream server network and created the 3M DIY Video site."

Meant for 3M business purposes only, and for content that we own or have written permission to use, the site was designed to share content such as Big B quarterly communications; HR information; CEO announcements; training and marketing pieces – all of it instantly accessible and easily searchable on the DIY Video site. Plus, it's the perfect place to upload and access our thousands of how-to product videos.



Doug says it's also a great tool for generating new product ideas. "A 3M lab employee took a tour of a wind turbine facility, and filmed video inside the working turbines. The videos spawned 21 new product ideas, as people viewing the videos saw places for 3M innovation within the larger technology."

It's very customizable as well. Every employee will have access to their own, personal portal page, and security can be set so that the user uploading a video can specify which groups or individuals can see the file. Users can add tags to videos so they come up in relevant searches, and they can create dynamic playlists that automatically pull up videos with those tags.

The design and launch of the DIY Video site was made much easier by a strong reliance on the 3M Brand Identity system. "In 3M tradition, it was a grass-roots effort. We went before I.T. with wireframes and layouts that 3M Brand Identity and Design manager Cory Hanscom designed, and got usability feedback. We let content be 'king,' and we created an interface that reminds the user they're on a 3M site. Using the identity system allowed the interface to be developed quickly, and allowed me to focus on rollout, logistics and usability."

Beginning in January, US 3M employees will be able to upload videos to their own pages and share them with other employees. For more information on the DIY Video site, contact Doug Salmela.

# E-Mail Signature Blocks: One of those "Not-So-Little" Things!

While more "traditional" applications of our Brand Identity System - e.g., print, Web, tradeshows - tend to get the most attention, it's important to remember that day-to-day interactions with our audiences matter at LEAST as much. Like so much in life, it's the "little things" that count: how we answer our phone; how we present ourselves in public; and, yes, even how we sign off on e-mails!

Think of the confusion for our customers if 3M employees were allowed to design and distribute their own business cards. The same confusion arises when employees send out e-mails from their 3M addresses, but each message incorporating different fonts, colors and other graphics.

Keep it Simple! Think of your e-mail signature block just as you would your 3M business card: It is the information – your name, your title, how and where to contact you – that is most important.

Below are two good examples to follow:



Text + 3M Logo Version ( automated Lotus® Notes® version coming soon! )

Exciting news! The 3M Brand Identity and Design team will be partnering with 3M Information Technology in early 2010 to explore options for automatically inserting a consistent e-mail 3M employee signature block – including the 3M brand mark – via Lotus Notes. Stay tuned!

### Marketing Smarts: 3M Renews ANA Membership

In its effort to continue to provide 3M marketers and communicators access to wide-ranging advertising and marketing communications resources, 3M recently renewed its membership in the Association of National Advertisers (ANA).

The ANA brings together industry professionals and gives them the opportunity to learn and share with peers and experts on topics including:

- how to effectively develop and deploy performance-based marketing campaigns
- · how to engage customers in relevant and interesting ways
- how to utilize media to drive accountable and measurable results



In addition, our membership allows 3M employees access to a proprietary online marketing insights database, a team of market research experts, webinars, regional and national conferences, and more.

Interested 3M employees can set up an account on the association's Web site to get access to all that ANA has to offer. Check it out at <a href="https://www.ANA.net">www.ANA.net</a>.

3M's membership in the ANA is managed by Stephanie Sanderson. Please contact Stephanie with any questions at 651-733-8588 or sjsanderson@mmm.com.