



3M Brand Identity eNewsletter Issue 6 • First Quarter 2010

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Global System = Global Savings: 3M Brand Identity System

Readers of this newsletter know we occasionally survey suppliers who use the 3M Brand Identity System to understand how well the system provides effective tools to efficiently manage delivery of the brand promise. Some new results are in from the survey of global suppliers, and it dramatically demonstrates that the 3M Brand Identity System really does significantly reduce costs – and the numbers are even more encouraging than we expected!

After the United States and Canada analyzed the results of their data, it was clear that the same information gathering process could be applied in other 3M global regions. The full evaluation process involved surveying suppliers, assessing the advertising and merchandising investments being made in marketing and marketing communication programs on a regional basis, and applying the approved cost savings formula to the inputs received from those suppliers.

The result:

- APAC: up to 38% cost savings, with 17% productivity improvement
- Latin America: up to 23% cost savings, with up to 31% productivity improvement
- Europe: up to 17% cost savings, with up to 35% productivity improvement



With results as positive as these, there's little doubt the 3M Brand Identity System was one of the primary contributors to 3M meeting its advertising and merchandising cost savings and productivity improvement targets in 2009. And it helped 3M business units get more value from their advertising/merchandising budgets!

"The ability to quantify the savings achieved for 3M by directing suppliers to apply the Brand Identity Standards to their 3M work was outstanding," said Frank Van Es, marketing development specialist, 3M Belgium. Christiane Decleyre, European sourcing coordinator stated, "It's similar to making adjustments in a manufacturing production process that, in the end, improve the product and reduces cost." Both Frank and Christiane were pleasantly surprised and amazed at the very good outcome for EMEA.

The 3M Brand Identity System provides tools for designers to use which are the foundation for building our global brand, helping communicate 3M leadership and positioning 3M as a manufacturer of thousands of innovative products for dozens of diverse markets.

Visit the 3M Brand Identity Web site to put these tools to work in improving your business unit's marketing and communications programs.

Securing Effectiveness of a Global Brand

Defining and strengthening the 3M brand within a fragmented market space and among an increasing portfolio of international acquisitions is both challenging, and — as 3M Security Systems Division discovered — critical to success.

The security market space is comprised of highly specialized vendors with expertise in everything from security materials used in brand and asset protection and ID credentials, to hardware and software issuance solutions used to personalize and produce secure passports and IDs, to authentication solutions used to validate credentials and the people using those ID documents. 3M Security Systems has increased its offerings to the market through strategic acquisitions, bringing a more full-spectrum solution to customers.

"Our goal in strengthening the 3M brand in the security market space is two-fold," explains Charlotte Seymour, communications specialist for 3M Security Systems Division, "First, to position 3M as an industry leader and second, to communicate 3M's ability to be an end-to-end security provider. Internally, we did not have a brand platform or key messages defined to help align our division. Externally, we did not have a recognizable, cohesive brand."

Charlotte created comprehensive brand identity guidelines and multiple communications tactics based on the 3M Brand Identity System. Tactics included an entire collateral system, tradeshow graphic templates, advertising creative and proposal boilerplate templates. Keeping the sales process in mind, Charlotte and her team created multiple tools for the global division to use in telling the 3M brand story.



"Without the tools to tell a consistent story about what our brand stands for and how our brand is relevant," explained Charlotte, "it was increasingly difficult to differentiate what we offer within the market space. Being able to do so is a critical component to a successful brand."

Charlotte sees the Brand Identity system as a tool to build your business. "You need to be smart about how to use it, because it doesn't end with just creating a montage and a message."

Since its launch in October, 2009, the 3M Security Systems brand guidelines and tools have been adopted in over 40 countries.

Next steps for Charlotte's team including continuing to partner with the 3M Brand Identity and Design team to further align their materials with the 3M Brand Identity System.

A New Resource "Translates" to Increased Communication Efficiencies

Being a global company has a lot of advantages for your business, but managing the translation of your marketing materials into multiple languages can be a time consuming and challenging activity. Help is on the way! To help make your job easier when it comes to dealing with translations, 3M will soon introduce its Translation Center as a corporate work tool. This new effort will help streamline the translation process.

<u>The new</u> 3M Translation Center will partner with SAJAN Company and its Global Communication Management System (GCMS) to provide an on-demand collaboration and workflow platform that brings together all participants in the translation project lifecycle and allows all 3M business clients complete access to SAJAN's translation database.

It's a marketing truism that people buy products in their own language. The more high quality product information that is available to them in their own tongue, whether printed or online materials, the more likely an individual is to purchase a product.

Language translation has become vital for companies operating globally. Once perceived primarily as a necessary expense to meet regulatory requirements in foreign markets, it is becoming more synonymous with the revenue growth that results from the use of local language materials and being viewed favorably as a credible partner in local markets. In fact, it's seen as a critical component. In a recent survey (Common Sense Advisory) of prospective customers, respondents rated language as the second-most important factor in their purchasing decision – below brand, but above price. And a customer is three times more likely to buy products in native language. Even Willi Brandt, the former German Chancellor, clearly understood its importance saying, "If I'm selling to you, I speak your language. If I'm buying, dann mussen Sie Deutsch sprechen."

When it launches in April 2010, the 3M Translation Center will...

- Provide translation support for globally expanding business opportunities
- Create a centralized location for all translation assets (creates a translation memory database)
- Allow for increased communication, efficiency, consistency and version control of all multilingual content.

Look for more information about the 3M Translation Center in the coming months. To learn more today, contact Nancy Nelson, 3M communication services manager.



3M-Owned Image Library Continues to Grow!

The 3M Brand Identity and Design team has continued to work with 3M businesses, adding more 100% 3M-owned images to the 3M Brand Identity Catalog in the 3M Digital Media Repository (DMR). And, there's more to come!

Recent photo shoots have included water imagery and other abstract subjects, as well as 3M personnel in lab and general office environments. Other projects for 2010 include a multi-day shoot for 3M Health Care. Stay tuned!

If you are interested in learning more about what it takes to put together a photo shoot for your business (even your subsidiary!) contact Dale Bohnert, 3M Brand Identity and Design manager.

Note: To access the 3M-owned image library, go to the 3M Brand Identity Catalog (first job jacket on the DMR, then open "Image Library"). For general questions about the DMR, contact either John DeMarco or Andrew Kwong.

Graphic Design Textbook Features 3M

Robin Landa, a professor of design at Kean University of New Jersey, recently published the fourth edition of a college textbook called Graphic Design Solutions. In it, 3M's Brand Identity and Design System was featured as a great example of a unified brand experience.

"Robin contacted us in 2008 and invited us to be a part of the most recent edition," says Cory Hanscom, 3M Brand Identity and Design manager. "It's really rewarding for the company to be recognized in a college-level textbook as a best practice in brand identity."

From the book:

All points of contact with the 3M brand – advertising, literature, packaging, websites, tradeshows and even vehicles – use this identity system. The result is a recognizable design that focuses on brand messages and images to communicate value. The new 3M identity was launched globally and is used throughout the world by 3M communicators and creative suppliers adapting the message by language, culture, market and customer."

The textbook includes work from eminent designers and design firms such as Pentagram, Sagmeister, and Milton Glaser; and designs created for such esteemed brands as FedEx, Sprite, Apple, Warner Bros, and others.



Landa is the author of a dozen books about creativity and design, including Designing Brand Experiences, Graphic Design Solutions and Advertising by Design. Graphic Design Solutions is available from Amazon.com.