



Brand Identity in Action

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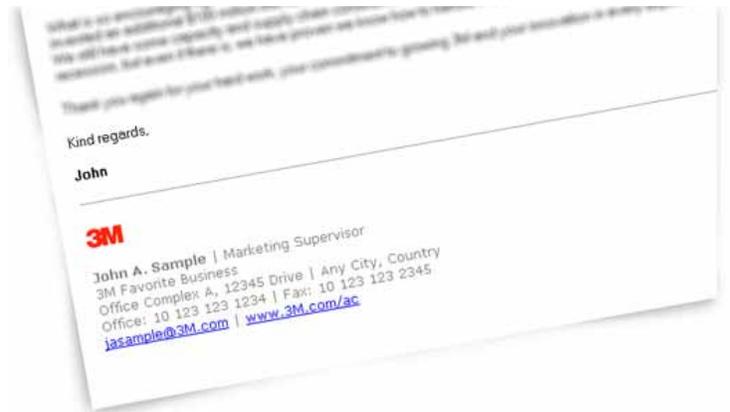
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One Company. One Voice ... And Now, Introducing One E-Mail Signature!

Did you know that 3M employees around the world send over 16 million e-mail messages externally each month? E-mail has become the primary means of communication for 3M globally, and e-mail represents a significant opportunity to build our 3M brand worldwide!

That is why the 3M Brand Identity and Design team has partnered with 3M Information Technology to develop a new e-mail signature template which is now being rolled out around the 3M world.

We have millions of opportunities to further strengthen our 3M brand among customers, suppliers, business leaders and community members by using a more common and consistent 3M electronic signature at the bottom of e-mail. This new electronic signature will help reduce the current confusion and clutter, is designed to work with browsers around the world, and will even reduce file sizes.



What's in a Name? Creating Effective Generic Descriptors

Having a recognizable, memorable brand name is one of the pillars of good brand management. However, just as important is bolstering your product's success with an effective generic descriptor – a title that tells potential customers what your product does, and helps them understand why they should buy. Trademarks are important, to be sure, but effective generic descriptors cost less to develop, and help build recognition for

the parent brand – whereas a new trademark might simply cause confusion. And don't let the word "generic" fool you: It doesn't mean it can't be creative!

So what's involved in creating a generic descriptor, and why is it critical to brand identity and product success?

There's little question that 3M is one of the most recognizable, trusted brands in the world, and many of our trademarks (such as the Scotch®, Post-it® and Thinsulate™ brands) have become

very well known names, as well. But when creating new product lines or families, it often makes more sense to use and leverage brands we currently own and develop a generic descriptor to follow the brand, that tells the customer what the product is or does.

Generic descriptors also reinforce and build the 3M brand itself. As 3M continues to consolidate its trademark portfolio, generic descriptors help keep 3M trust and quality "top of mind," while reducing confusion around multiple brands and trademarks.



“Naming products is a challenging and important business. The product name must speak clearly to customers in language they understand. Rather than name the product by how we make it or what it is made from, we choose to use words that describe what the product does or how it can benefit customers.”

Diane Kiekhoefer, 3M Automotive Division Communications Manager

A key example of a customer-based generic descriptor comes from 3M Office Products Division. They changed the generic descriptor for “cellophane tape” to “gift-wrapping tape.” Instead of focusing on the material the backing is made of, or on the laboratory process used in manufacturing it, the naming team focused on the customer use and created a generic descriptor that told the consumer the benefits of the product, and how it is to be used.

Generic Descriptors can help our newest marketing strategies. Think about how a potential customer might use an Internet search engine to locate one of our products. They will be far more likely to search for a product defined by a need they have, rather than search for the process by which a particular product was made!

It’s a good idea to develop several generic descriptors for a product. Always send a query with your final generic options to legal affairs (Office of Intellectual Property Counsel) to make sure the generic descriptors are not registered by another entity. Remember, a true generic descriptor cannot be trademarked and is made up of commonly used language. Generic descriptors gain their strength through their direct and meaningful explanation of what the customer will receive.

Creating a good generic descriptor can be a challenge, but there is plenty of help available. The Corporate Brand Department is here to help you develop effective names for your products – both new and old! The following resources are available:

- A free do-it-yourself naming kit.
Please contact **Cj Bodsgard, 651-733-8268**.
- Naming workshops and consulting.
For more information please contact **Anne Greer, 651-736-0876**

Naming a product does not need to be time consuming or expensive. Work with the Corporate Brand Department to choose the right name and get the results you’re after.

3M Brand Identity Training: We’re Always Ready to Meet Your Needs!

Whether you’re new to the 3M brand identity strategy, in need of a refresher for you or your staff, OR wanting a session tailored to a specific topic or issue, the 3M Brand Identity and Design team in St. Paul is ready to help!

For more information, or to schedule a training session customized to meet your needs, 3M employees please contact **Dale Bohnert, 651-733-8404** (drbohnert@mmm.com); 3M suppliers contact **Nancy A. Nelson, 651-733-5025** (nanelson3@mmm.com); or simply send a request via “Contact Us” on the 3M Brand Identity Web site.

Please use Subject Line: **3M BRAND IDENTITY TRAINING** when sending requests.

3M Germany: Sustained Success in 3M Brand Building!

With many reasons to be proud of how well the 3M brand is doing in Germany today, brand manager Martin Kitzing still gives all of the credit to his predecessor, Imke Jendrosch, for the successful roll-out and implementation of the 3M brand identity system by all German businesses in 2007.

Martin, who started his career at 3M as a market development manager in 2005 after over 13 years of agency experience, is no stranger to brand management. Yet, he continues to be in awe of how the 3M brand identity not only makes work more efficient, but produces results which he describes as, “pleasantly surprising.”

According to Martin, though the popular 3M Germany brand campaign “Die Erfinder” (“The Inventor”) was ended in 2008 and overall admerch spending has been reduced, 2010 brand health study results indicate that 3M KPIs around awareness, familiarity and purchase have remained constant ... a fact that Martin attributes to the power of the 3M brand identity system. “With no doubt,” he adds, “the brand identity system drives better brand performance by clear brand perception.”

As part of his role as 3M brand manager, Martin is the key contact for more than 150 German marketing experts. Therefore, ease of use is of utmost importance. “The 3M brand identity provides a clear direction and helps us to work efficiently,” he notes.



The 3M Brand Identity 2010 Survey Coming Your Way Soon!

Over the past three years you've had access to the new identity system and standards, a web site to provide direct access to brand identity resources, and a newsletter to keep you informed of “what's new” in the 3M brand identity world.

We want you to tell us if we hit the mark and are meeting your needs, or if we need to do some things differently to be more effective.

Please take the time to complete the survey, as this is your chance to be heard and make a difference in the way we work together.

One recent success Martin points to is how the 3M brand identity system has served as the foundation for the successful integration of another well-known brand, the Incognito™ Appliance System, which 3M acquired in 2008. The integration, led by 3M marketing manager, Ina Vrancken, was delicate because of Incognito's own strong market position and visual recognition. “We needed to continue the excellent integration work already accomplished by the new colleagues in the Graphic and Marketing Department and to make it part of 3M,” Ina said, “but we still needed to make sure the customer recognized the existing brand.”

Their main strategy was to create a document and a process that illustrates the benefits of incorporating the Incognito look and feel as well as clearly integrating the 3M brand identity standards. The document, and the process within, is called “The Look Book,” and it's a complete reference guide for using the Incognito brand within 3M guidelines. “We're able to give them tools to make things beautiful,” Martin says, “but also guidelines so they can be free and still follow the rules.”

Looking forward, Martin sees the key opportunities for 3M Germany to be emphasis on “innovation” as 3M's most important brand attribute, a focus on E-branding and continued integration of “sustainability.”

For more information on 3M Germany's brand building activities, contact **Martin Kitzing** (mkitzing@mmm.com). For more information on the Incognito brand identity, contact **Ina Vrancken** (ivrancken@mmm.com).

Making the Most of the Client-Agency Relationship

Why does the same agency do “A+” work for one client and “C” work for another?

It may be more a function of the input to the agency than it is the output of the agency.

If you want to get the best work out of your agencies, you need to get everyone in the business unit on the same page, so you can provide clear guidance to your creative suppliers on what you need. The easiest way to accomplish this is to start by using the 3M Communications Creative Brief to reach consensus and gain approvals.



Many 3M marketing, communications and eBusiness professionals are already using the Creative Brief to provide their agencies direction for advertising, web development, web design, package design, trade shows, brochures, and direct-mail and public-relations programs. If you haven't discovered the benefits of using this proven process tool, try it on just one project.

The 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. The information in the Creative Brief is the starting point for suppliers to create the most effective programs to accomplish your goals

The 3M Marketing Communication Resource Center's Creative Brief Database has sample creative briefs for hundreds of projects, proposals and campaigns to give you some ideas on how the tool can be used in your business.

To try out a Creative Brief for your next project, visit the Marketing Communications Resource Center, in Communication Programs, under Planning.