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Applied to Life.™



3M Graphics, Architectural and Window Films

Brand Definition & Campaign Guidelines

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Brand Definition Introduction

At 3M Graphics, Architectural and Window Films, we partner with our customers to create high-caliber, seamless experiences that accelerate growth and deliver meaningful impact. We understand that the power held by a trusted brand is unmatched. So we apply 3M science, paired with our passion and technical expertise, to discover innovative solutions to our customers' challenges.

But we have an opportunity to tell a bigger story, to speak more holistically about our products while reaching our customers on a more emotional level. We push past accepted conventions to find new ways to convey how those products create positive impressions and an unparalleled experience. All while delivering the exceptional performance, service and protection customers expect from 3M.

Our ambition is simple. We breathe life into our customers' ideas — finding efficient, effective ways to unlock the full potential of their brands.

Brand Definition Summary

We believe in the power of impactful transformations.

Key Messaging Elements

Positioning

With our global footprint and industry-leading technical expertise, 3M Graphics, Architectural and Window Films leverages knowledge, creativity and vision to design world-class solutions that serve as the face of our customers' brands — large or small, enterprise or individual. Keeping a pulse on evolving category dynamics, we are passionate about developing optimal solutions that protect what matters to our customers.

By merging our innovative thinking with the science of our 46 proprietary platforms, we help unlock the full potential of our customers' brands.

Brand Values

We are endlessly inquisitive.

We create with purpose.

We believe in the power of the whole.

We nurture the world around us.

We act with uncompromising honesty and integrity.

Brand Proposition

The brand proposition is the culmination of all of the other pieces of the brand definition framework and is meant to be inspiring.

This statement describes who we are as a brand and why we do what we do.

There are those who design, create and build.

Then, there are those who aspire to something greater.

The ones who demand attention. Without apologies. Without excuses.

These are the bold ones.

Breathing new life into environments.

Making choices to connect. Protect. Reflect. Even resurrect.

We are bold.

And that's why we use 3M science to test the boundaries of what's possible.

Launching ideas of the highest caliber — seamlessly, creatively, expertly.

And transforming what could be into what is.

Brand Storytelling Themes

The brand storytelling themes expand on the brand definition to give it more specificity and express reasons to believe. While you will see examples of their use in this campaign document, they have a life beyond any individual campaign. These themes are not the literal narrative of our messages; instead, they should be referred to for inspiration and story ideas as you develop communications.

THEME 1: Transformations

In a highly digital world, showing the impact that 3M Graphics, Architectural and Window Films have on an individual or space is transformational beyond the physical — and sometimes beyond even the visual. Whether taking control of a space or expressing a brand/personality, these transformations empower our customers to build experiences for their customers.

THEME 2: Protection

With films specifically engineered to hold broken glass together, we can literally help protect people and property. And with products that deliver consistent performance, 3M Graphics, Architectural and Window Films help brands portray themselves consistently no matter where they are in the world. We have your back with our unparalleled customer and technical support.

THEME 3: Confident Reputation

Your reputation matters. That's why 3M Graphics, Architectural and Window Films best-in-class training programs, industry-leading warranties and quality product offerings will make you confident in efforts to grow your business.

Audience/ Brand Character

Though the target audience varies by business segment, there are shared needs that can be leveraged to drive portfolio relevance and differentiation.

For your reference, the following pages have high-level descriptions of eight key audience segments. Refer to the formal persona and customer journey map documents for greater detail.

Table Stakes

- ▶ Consistent Product Performance
- ▶ Technical Expertise
- ▶ Customer Support

Unique to 3M

- ▶ Confidence/Peace of Mind
- ▶ Empowerment
- ▶ Protection

Brand Character

Expert professional with an approachable, creative personality.

Audience Descriptions

Graphics Manufacturers

GMs believe there's both an art and a science to what they do. They want to exceed customers' expectations, but also use materials that produce consistent quality at the best price. They research and test new products as needs change. They grow their business by differentiating themselves and staying ahead of the competition.

Architects/Designers

This audience strives to make their vision a reality and turn blank spaces into beautiful environments that provide a robust customer experience. They desire high-quality materials that offer advantages of upscale looks at a lower expense. Sustainability considerations are also top of mind.

Auto Enthusiasts

Their car is where they get their "me time." They enjoy researching cars and car accessories and are eager to hear the experiences of other enthusiasts. They want to ensure alterations to their car are done with quality materials and trusted brands.

Installers (Color Change Film)

Their reputation is everything. They want to learn new techniques for film application and want new film that inspires creativity. They want to impress and satisfy customers and gain respect from peers. They often do online research, including networking with other installers for tips/tricks and advice.

Audience Descriptions (cont.)

Dealers (Window Film/Tint)

Similar to Installers, Dealers understand the value of their good reputation and they want to work with products that help them satisfy their customers. They seek products that outperform. They are a highly engaged network who want to grow and develop their business and seek partners that will help them do so.

Specifiers

This is a group that wants to be — and needs to be — in the know, to be aware of everything that is available. They read, search, blog, join organizations, attend conferences. They are highly engaged in the details, as they are responsible for choosing the right products/materials to meet project specifications, maintain the integrity of their brand (or their client's brand) and stay on budget.

Homeowners

Their home must look nice and offer uninterrupted views. They're seeking solutions that offer invisibility and comfort (protection from heat and cold), eliminate glare and protect furniture from fading. If they live in a historic home, they want to preserve its integrity by not replacing windows.

Brand Owners

These opportunity seekers are motivated by growth and achievement with a focused mindset on the future. They want to leave a lasting impression on their customers and seek ways to build memorable experiences that will keep their brand top of mind.

Campaign Concept

Insight

Premium matters.

People invest in products that reflect who they aspire to be.

Show your bold.

You know where you want to go.

3M Graphics, Architectural and Window Films help you get there. Whether you're an installer, homeowner, business owner, designer, manufacturer, architect or car enthusiast, we bring science to life so you can change the way the world sees you.

Because to aspire to something greater, only the bold need apply.

And the bold apply 3M films.



Messaging Themes by Audience

There are slight nuances in the way we speak to our key audience segments. The following descriptions will help you understand what resonates with each audience and how to reach them most effectively through appropriate copy tone and message theme.

Graphics Manufacturers

Copy Tone: Expert and consultative.

They understand the value of quality products. They pride themselves on having an understanding of and access to the most innovative solutions and a strong pool of talent.

Message Theme: Show your expertise.

You seek ways to work better, faster, smarter. Insist on products that perform to your high standards. Win with more expertise in wraps and films.

Auto Enthusiasts

Copy Tone: Confident and proud.

Their passion is obvious. They take pride in their vehicle — it must be in mint condition and have an aesthetically pleasing appearance that stands out.

Message Theme: Customize to individualize. Good looks are just the beginning. From light to dark or sparkly to subtle, there's a tint or color wrap film to match your style.

Architects/Designers

Copy Tone: Intelligent and confident.

This audience is skilled, smart and creative. Their work defines not only their talents, but also their careers. They make bold choices to do things differently and energize their work and clients.

Message Theme: Move from ordinary to extraordinary.

Get the power to transform spaces. Bring visions to life and break the spatial rules. Stand out with inspiring and differentiating design capabilities. Access affordable and stunning upgrades.

Installers (Color Change Film)

Copy Tone: Confident and proud.

This renegade audience has swagger and seeks affirmation. They use film as a form of self-expression. They are proud of their work and eager to learn about new products and tips for better installations.

Message Theme: Show your skills.

Create works of art. Get attention with the hottest colors and designs. Make them wonder what you'll do next.

Messaging Themes by Audience (cont.)

Dealers (Window Film/Tint)

Copy Tone: Confident and proud.

They possess unmatched dedication when it comes to finding ways to best serve their customers. They want to establish a trustworthy brand that is known for reputable service. To achieve the consistent, error-free work that sets them apart from the pack, they seek out high-quality and reliable products that get the job done right — the first time.

Message Theme: Find the right fit.

Excellent technical expertise and strong customer support helps guide the way to the right film solution for you. Reach your business goals with the benefits of a partner with thorough training and cutting-edge product innovations.

Specifiers

Copy Tone: To the point and practical.

This audience is curious and thorough. They want to easily vet all the best options to meet project parameters — but don't forget to let them in on any new innovations. They appreciate when the demands of their job are understood. So don't try to sell them “everything but the kitchen sink.” Help them cut through the clutter to select the right solutions for the right situations.

Message Theme: Make good choices.

Cut through the clutter to get the best quality, reliable and innovative materials to meet your project needs. Choose products that make an impact, products you can trust to perform.

Homeowners

Copy Tone: Conversational and practical.

Their focus is on protecting their family and furniture — and controlling the environment. They want to create comfort, privacy and protection without affecting the view. Their home is a direct reflection of their status and style, so they only want the best.

Message Theme: Enjoy the view.

Control and create your environment. Enhance the comfort of your home. Protect family and home. Invest in the things that matter.

Brand Owners

Copy Tone: Inspirational and motivational.

Their business is their pride and joy. They're willing to invest in their brand. They want unique ways to make the most of their space and create true customer experiences.

Message Theme: Get noticed.

Create consistency, inside and out. Customize with products that turn environments into experiences and help build your brand and grow your business.

Copy Style

When you write for the audience, don't bury them in technical jargon. Always use an audience-first approach — lead with a need they can relate to. Be authentic, succinct and simple. Use a friendly, conversational tone to connect with the audience. Here are headlines and call-to-action examples to get you started as you apply messaging and storytelling themes in your communications.

Sample Headlines

Clearly inspired.

Enjoy the view with less heat.

See your brand in a new light.

Protect. Reflect. Even resurrect.

Your space, your way.

Turn spaces into experiences.

Experience something more.

Transformation without limitation.

Bold has no boundaries.

Build your reputation on solid branding.

Brand basics for bold businesses.

Sample Calls-to-Action

Get fired up.

Think bolder.

Invest in what matters.

Create stopping power.

Rethink possibilities.

Get inspired.

Apply your best.

Choose bold.

Make them look.

Photography Style



Epic + Vast

Show the audience a place or object they love in a setting that they aspire to visit. Use a lot of negative space to bring attention to how our film is used.



Installation

Installation and how-to shots are as important as the finished result. Avoid posed photography and aim for unique angles and/or dramatic lighting while still capturing the accurate installation process.



Studio

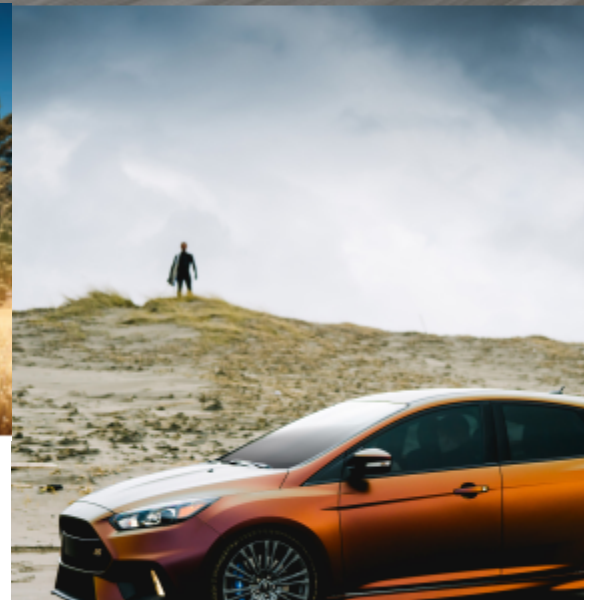
Showcase what the product looks like in a controlled environment. Great to highlight colors/effects.

Epic & Vast

Epic and vast photography should be used to showcase 3M product in the real world. These shots should “tell a story” applicable to the environment that it is in.

The surrounding environment should always add to the story of the photography while never distracting the focus from the product/surface.

Photography can include wide, medium and close-up shots.



Installation

Installation photography should be used to showcase the installation process for our products. This should be in a controlled environment that emphasizes, usually a studio or wrap shop, with an emphasis on the process and the product.

In order to keep the product focus on the process and product, the environment should be free of clutter or anything that distracts from the product. For close-up photography, the background and installer should be blurry. For wider shots, everything can be in focus.

Photography can include wide, medium, and close-up shots.

Lighting for installation photography should focus on the process and product



Studio

Studio photography should be used to showcase 3M product in a controlled environment that emphasizes the color, effects, texture, finish, etc. This type of photography is most relevant for colored film.

In order to keep the focus on the product, the studio should be free of clutter or anything that distracts from the product. In some cases, studio photography can include locations such as wrap shops, garages, etc. as long as the background is not distracting and is blurred.

Photography can include wide, medium, and close-up shots.

Gradient lights can be added to the backdrop for greater impact.



Tradeshow

Booth graphics and messages may come to life differently depending on the audience. In this example, the tradeshow was targeted to Graphics Manufacturers.

Theme: Transformation without limitation.

The bold black design stands out and creates a premium look. Hands-on product demos allow the audience to experience window, wall and floor applications. Messaging invites visitors into the booth to try for themselves.

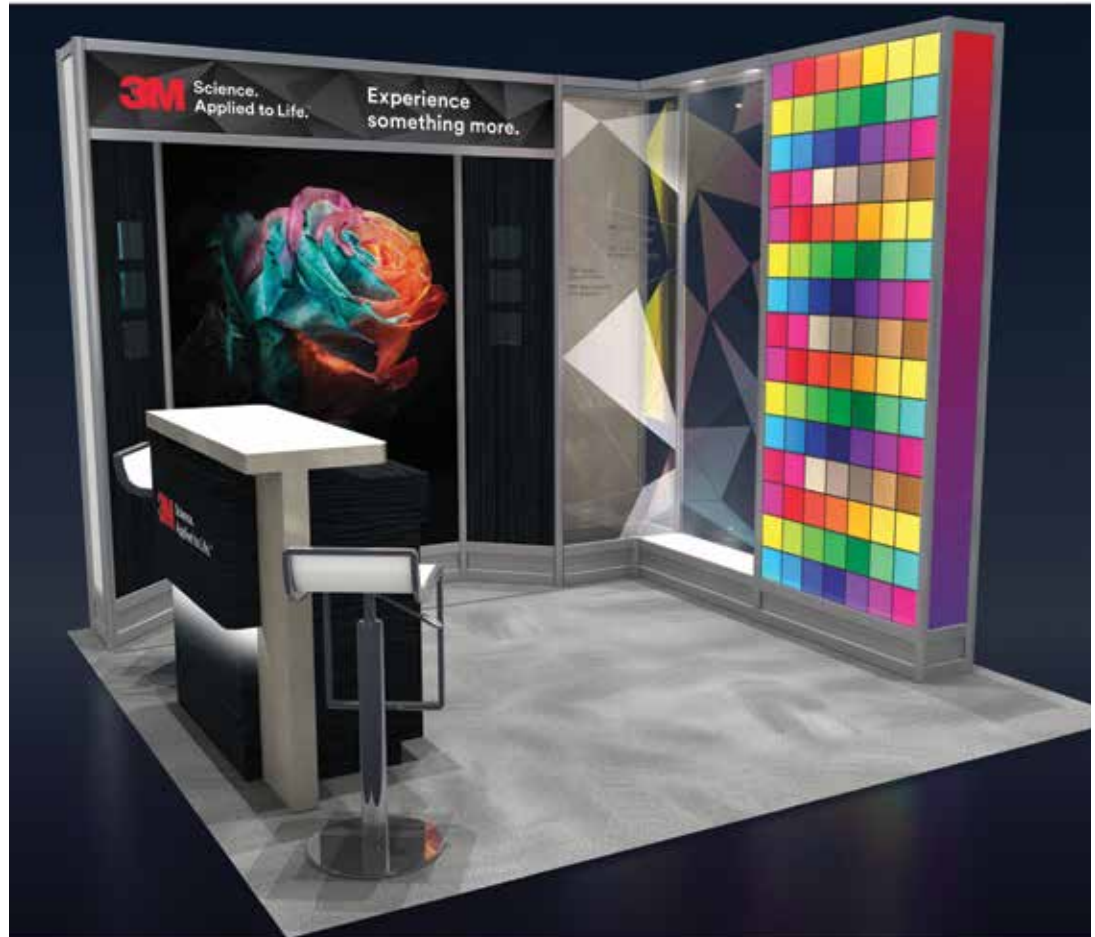


Tradeshow (cont.)

Booth graphics and messages may come to life differently depending on the audience. In this example, the tradeshow was targeted to Graphic Designers.

Theme: Be inspired.

The bold black design stands out and creates a premium look. Highly visual imagery works to inspire designers to “experience something more” by working with 3M products. Inspiring differentiated design that allows the designer to transform spaces into experiences.



Print Advertising

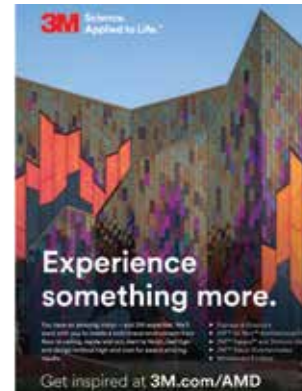
In most cases, print ads should be simple, engaging and include a strong call-to-action.



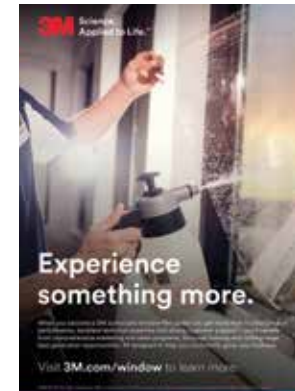
SGIA Pre-Expo Ad
Audience Target: Graphics Manufacturers



Intermediate Film Ad
Audience Target: Graphics Manufacturers



SEGD Spread Booklet End Ad
Audience Target: Designers



Window Film Flat Glass Dealer Ad
Audience Target: Dealers



Campaign Ad
Audience Target: Graphics Manufacturers



Fleet Ad
Audience Target: Fleet & Brand Managers



Fleet Ad
Audience Target: Fleet & Brand Managers

Digital Advertising

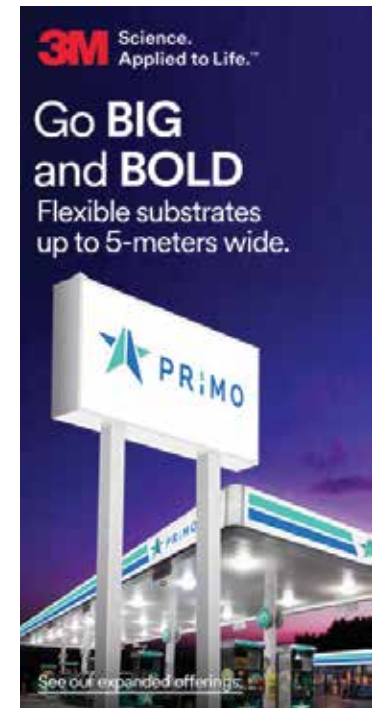
Digital ads should be simple, engaging and include a strong call-to-action.



Campaign Ad
Audience Target:
Graphic Manufacturers



Intermediate Film Ad
Audience Target:
Graphics Manufacturers



Illuminated Sign Ad
Audience Target:
Graphics Manufacturers
and Specifiers



Fleet Ad
Audience Target:
Fleet & Brand Managers

Brochures and Sell Sheets

Through our literature study and audit in 2017, we determined that we have an opportunity to reduce the amount and types of literature that we're creating and printing. Based on the results of the survey, we know that the Graphics Materials Product Catalog is an indispensable tool for the U.S. sales team and customers because of its highly functional content. This is a brochure that we will continue to update and make available both electronically and in printed form. The updated catalog is a work in progress and should be available digitally in Q2 2019.



Most other flyers, sell sheets and literature are not helpful for Sales teams and should not be printed (there are some exceptions.) If needed, they can be created and made available digitally via COSMO and/or Sales Aide.



Printed Film Samples

Printed Film Samples remain relevant for priority skus. Through insight work, we've optimized the layout. The examples on this page illustrate the optimizations:

- ▶ Resize to 8x10 to fit into new pocket folder in back of Graphics Product Catalog
- ▶ Large, impactful image that is representative of the benefit of the product (i.e., tight recesses, contours, etc.)
- ▶ Inclusive of a Call to Action
- ▶ Pairing with overlaminates when appropriate



Campaign Tips

The activation samples on the previous pages provide some examples of how to convey the campaign in specific deliverables. While they're not intended to limit you, every deliverable should ladder up to the campaign. As you create specific deliverables, follow these general guidelines.

Product Advertising

- ▶ Focus on the audience benefit.
- ▶ Understand the subtle nuances among the different audiences to speak to them with an authentic tone.
- ▶ Keep the visuals arresting and the copy bold and succinct.

Overall

- ▶ Show what bold feels like from the perspective of the people who buy 3M products.
- ▶ Create communication materials with images and words that express the campaign.
- ▶ Choose outside creative agencies that understand the importance of consistent messaging and have experience in developing successful communications for their clients.
- ▶ Consistently incorporate the key messages in all communications activities.
- ▶ Use activation samples as examples of how to express the overall creative concept in product communications.
- ▶ Include a call-to-action with a corresponding url.

For More Information

As the campaign evolves and grows, these guidelines will be updated to reflect any changes or additions.

Please refer to Celum for assets and new materials as they are developed.

SHOW YOUR BOLD CAMPAIGN ASSETS

For more information on the 3M Corporate brand, please visit the 3M Brand Central website.



Commercial Solutions
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