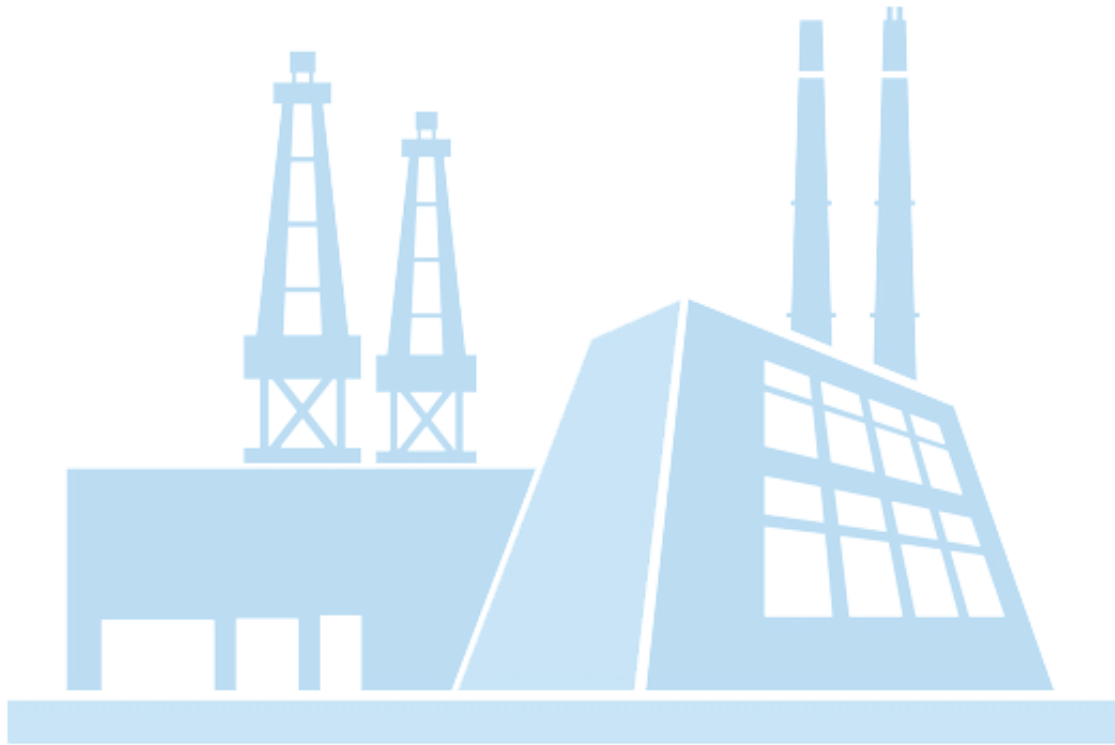


A Branding Road Map for Industrial Marketers



A collaboration of The Repp Group and Maxwell+Miller



maxwell+**miller**
branding | advertising | interactive

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WHY INDUSTRIAL BRANDING IS MORE IMPORTANT THAN EVER

When competitive products seem alike, the one that customers feel the most positive about is the one that is chosen.

If your brand doesn't have a clear perception in the marketplace, if it is seen more as a commodity that does pretty much the same thing as every other product in the category, you'll soon get lost in the shuffle.

In the Age of Google, a strong brand is more important than ever. Your customers are shopping on the Internet (probably even as you read this), without you even knowing it. Compared to your top two or three competitors, how do you stand? Will your brand be the one that's remembered, that's chosen for the next step in the buyers' journey?

If you feel your brand isn't doing what it could be, now is the time to take a good, hard look at it. And decide what needs to be done next.

In the Age of Google, a strong brand levels the playing field with the big boys. You can look as professional, as knowledgeable, as innovative as companies many times your size.

It all starts with giving your brand industrial-strength branding.

WHAT'S THIS THING CALLED A BRAND?

For starters, a brand isn't a logo. Or a graphic identity. Or a slogan. Or a product. It's what a person thinks and feels about a product. It's a gut feeling. When a person hears your company's name, a picture immediately appears in their mind's eye of what to expect. It's what customers say about your company when you're not around. That's your brand.

In other words, a brand isn't what the marketer says it is. It's what the customer says it is. And what they say is based on intangible attributes. For example, Apple is perceived as friendly and approachable; Jeep — adventurous; Harley Davidson —liberating; Grainger— one stop shop for everything.

Customers are bombarded with a gazillion messages every day. And since most offerings in any category are pretty much the same in quality and features, how a brand is perceived makes all the difference in the world. The brand customers feel most positive about wins.



“Brand loyalty drives up to 70% of all purchase decisions.”

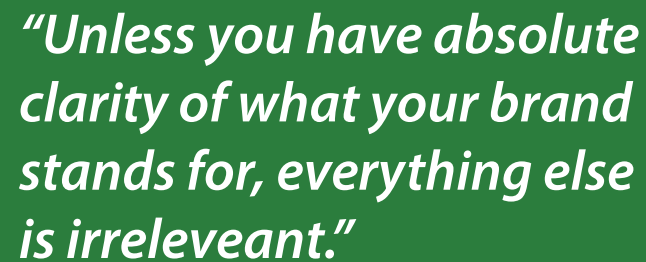
Kucsmarski & Associates at <http://www.kuczmarski.com>

WHAT ARE THE OTHER GUYS UP TO?

The first step in your Branding Road Map is to analyze your company's current standing in the industry. And a big part of that is determining what, if any, position your competition has carved in the marketplace. Only when you know what the other guys are doing can you be sure your brand is the most memorable, the most preferred.

The good news is that in the industrial marketplace, chances are your competition is still touting price/service/quality. Since so many people companies actually believe that's a true differentiator, it's no surprise that so many customers find it nothing more than white noise. You can do a lot better than that.

Along with determining competitive brand positions, we will also help you discover, or confirm, overall industry information and provide you with a line-of-business analysis of your competition.



"Unless you have absolute clarity of what your brand stands for, everything else is irreleveant."

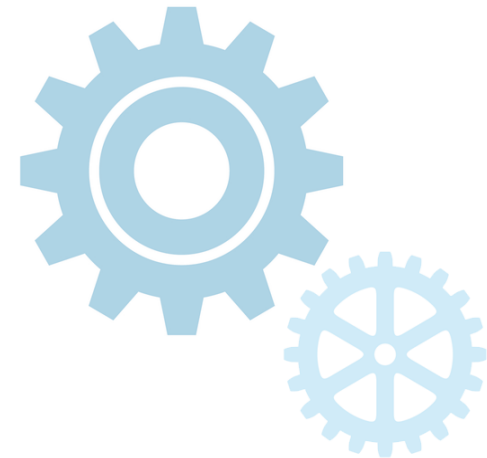
Mark Barnes, Global CMO, Kellog Co.

WHAT IS YOUR BRAND'S VALUE POSITION?

To be heard in the Age of Google, your industrial brand has to have the strongest, clearest voice. At its core, that voice is your value proposition: the thing that makes your brand unique and better qualified than the competition.

Because your value proposition is the most important thing customers will take with them when considering your brand, getting it right is critical. It will need to be tightly woven into your website, social media, content and paid campaigns.

On the following page are the four essential elements that comprise your value proposition.



THE FOUR CORNERSTONES OF A BRAND VALUE PROPOSITION

- **What You Do** — Define, in very clear terms, what your company does. If you're at a cocktail party and someone asks what your company does, in one or two sentences what would you say? What would others in the office say? What about the guys in the shop? You'd be surprised how often there isn't a clear, consistent answer. No wonder customers may be confused.
- **For whom do you do it** — Develop a Customer Persona to help focus on your target buyer. Include demographic information, but don't stop there. Also determine their title, seniority, responsibilities, what their day looks like. When you communicate with them on a one-to-one basis, it's much more effective. So take the time to get to know exactly who you're talking to.
- **What do they want** — This is critical. You'll want to know their pain points and what keeps them awake at night. No, it's not price, service or quality. Again, that's just price of entry. What is it that they really want in a product or service like yours? Durability? Precision? Comfort? Security?
- **What makes you different** — Every CNC machine shop touts their commitment to quality and care. So every one is pretty much the same in the eyes of the customer. But what happens when you add that special insight that strikes a nerve and changes minds? For one of our CNC customers that manufacture precision parts for medical and aircraft applications, we created this brand theme: Life-saving Precision. Identify what makes your company best qualified to deliver what the customers want. Start there and good things quickly follow.

CONSISTENCY, CONSISTENCY, CONSISTENCY

Perhaps more than anything else, a successful brand looks and feels consistent. No matter which channel your customers and prospects choose to interact with your brand – website, blog, social media, traditional media — they should all demonstrate the unique experience your brand represents.

Visually, your brand should include the same elements — logos, colors, fonts — across all channels. But more important than just mere design consistency, it's the experience people have with your brand online that should transcend each channel and be instantly recognizable as your brand.

How to Achieve Brand Consistency Across Channels

Use this checklist to ensure your audience is having the same experience with your brand everywhere they go. Strive to reach consistency of:

- **Tone and Voice** — What does your brand sound like? Are you irreverent? Professional? Conversational? Bold?
- **Font** — What font do you use? Does it reflect your brand's personality?
- **Color** — What are your brand's core colors? You can have some variations, but don't stray too far.
- **Design Elements** — What design elements define your brand? Do you embrace white space? Do you have a logo, photo or illustration technique, or banner that accompanies all your content?
- **Messaging** — What's the value proposition you assert in all your messages?

"A brand for a company is like a reputation for a person. You earn reputation by trying to do hard things well."

Jeff Bezos, Amazon

CAN YOU PUT A PRICE TAG ON A BRAND?

A brand isn't just a smoke and mirrors marketing technique. It has real monetary value. According to the Brand Directory from Brand-Finance®, Coca Cola's market cap not including brand value is \$90 billion. Add in the value of the intangible brand and the figure becomes \$124 billion. Yep. Without the brand, Coke's glass would only be 62% full.

Another highlight from Brand-Finance. 62% of the world's business is now intangible. This represents \$19.5 trillion of \$31.6 trillion global market value.

And finally, in December 2012, Intercontinental Exchange (ICE), a 12-year-old Atlanta-based derivatives exchange, announced it was buying the 220-year-old New York Stock Exchange. It wasn't because the future in the NYSE lied in its future prospects. The NYSE's share of stock and commodity trading had declined steadily from 80-plus percent in its heyday, to only slightly more than 20 percent.

"During difficult economic times, buyers will gravitate towards the brands they know, the brands they love and trust."

Muhtart Kent, CEO, The Coca-Cola Company

What ICE was buying, according to Anthony Mason, chief business correspondent for CBS News, was a "world-renowned brand" and "immediate credibility." That's what was worth \$8 billion.

IS YOUR BRAND WORKING?

You know your brand is working when people are willing to pay a premium for your goods or services even though they might be available somewhere else for less.

That's always been the case with top-notch brands. But the importance of it is more critical than ever in The Age of Google. Especially with the emergence of content marketing for industrial marketers. Today's customers have the opportunity to hop online and research brands spanning across the entire globe before they reach the final destination in their buyers' journey.

Today, it's not just about which company has the coolest slogan. The best brands have the most intuitive website; the most engaging social media presence; the emails that remind you of what you need, when you need it; the blogs that predict and answer your specific question, even before you ask it.

"Loyal customers, on average, are willing to pay a 20% premium for their brand of choice."

Kuczmarski & Associates at <http://www.kuczmarski.com>

Brand building in The Age of Google is brand building on steroids. The brands that hit home with their target audience are the brands that people are willing to pay top dollar for — whether they're located across the street, across the top of our browser or across the globe.

AN EXAMPLE OF A BRANDING ROAD MAP



"Your culture is your brand."

Tony Hsieh, CEO, Zappos



When excuses won't cut it.

Branding Road Map

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North Shore Tool Brand Position



Inside and outside distributor-salespeople
who can't afford to lose the trust of their customers,
and end-user engineers and purchasing agents
who can't afford the downtime that comes
with late delivery, or less than top-quality cutting tools,
know North Shore Tool is the specialty tool and die manufacturer
they can count on for superior response and quality.

North Shore Tool Brand Theme

North Shore Tool
When excuses won't cut it.

North Shore Tool

Introduction



Our brand creates an image in the minds of consumers that clearly separates us from other cutting tool manufacturers.

At a time when so many companies in our industry are competing for the same customers, having a clearly defined brand that customers are aware of, trust, and feel positive about will tilt the balance in our favor.

So exactly what is a brand?

Simply stated: our brand is what people say to others about us when we're not around. Our brand isn't a logo or slogan. It is the intangible sum of our company. It includes how we treat our customers, the quality of our products and services, the overall experience of working with us, and everything in between.

It's what differentiates us from other cutting tool manufacturers. And allows us to be confident in our "no excuses" promise.

North Shore Tool Brand Promise



When competitive products seem similar, the brand customers feel most positive about wins. In cutting tools, that brand is North Shore Tool.

To communicate that advantage to our customers and prospects, and bring more sales, we have re-engineered our brand message.

North Shore Tool. When excuses won't cut it.

When our customers think of North Shore Tool, they'll think, "Those are the guys that get it done. No excuses. No BS."

"When excuses won't cut it" is powerful right down to the street level. It is a solid foundation for pointing out the North Shore Tool difference to our customers:

- "Tired of getting the run-around on delivery times?"
- "Can't afford any more downtime?"

- "Don't want to be told the specs are 'nearly' perfect?"

North Shore Tool. When excuses won't cut it.

The brand theme needs to resonate internally with employees as well as externally with customers. Whether it be at the front desk, in accounting, at a CNC machine, or in R&D, it should be a matter of pride to everyone at North Shore Tool that excuses won't cut it. It's just not who we are.

It's always been our culture. Now, it's also our commitment.

No excuses.

North Shore Tool

Tone & Voice



The overall tone and voice of the North Shore Tool brand should always reflect the brand itself: clear, concise, no-nonsense. Just as excuses won't cut it, neither will puffery, hype or unnecessary dialog.

Blog

The title of the North Shore Tool blog is *No Excuses*. Examples of blog posts include:

- *How to be sure you get a special tap that meets your exact specifications.* It's important that you get precision; not excuses. Copy explains how we provide design expertise or work from your blueprint specifications to manufacture outstanding special taps that meet your exact requirements.
- *How to get the best tap for abrasive 'space age alloys,' and nonferrous materials.* Make sure you get the proper tap for your job; not excuses. Copy explains the advantages of solid carbide taps and how they allow higher metal removal rates through higher speeds, and dramatically increase tap life.
- *The advantages of using NS Lubricants.* Get extended tool life, not excuses. Copy explains how NS Lubricants provide optimal, cost-effective chemical solutions for cutting, cleaning and protecting metals on the shop floor.

It will be important that all blog posts are populated with key words that will make the blogs easy to find by someone doing a search for specific topics.

Newsletter

As with the blog, the title of the newsletter will be *No Excuses*. While the blog will be populated with interesting and educational information, the newsletter will be more of a corporate update with news on employees, forecasts from management, and so forth.

The headline article each issue could feature someone on the shop floor who went above and beyond the call to make sure a job was done 100% correctly. No excuses.



Video Scripts

Videos should be 2 – 3 minutes in length and reward the viewer for watching. They need to go beyond 'here's what we do,' and focus more on 'here's why we do it.'

An initial video could be a 'tour' of the shop floor with the tour guide pointing out various procedures that could be less costly and time-consuming, but wouldn't meet North Shore Tool standards. If we ever find ourselves saying, "Yeah, there's a better way, but..." we know an excuse is coming next and walk away from it.

Another video could show how North Shore Tool has improved upon techniques that had been readily accepted in the industry for years. When it comes to giving customers what they need, excuses won't cut it. So North Shore Tool keeps raising the bar.

We could also produce a piece featuring testimonials of customers telling how important 24-hour turnaround is to them and their businesses. Probes could be made as to how a customer kept an order because the tool was there on time; how much money was saved by just a day or two difference in delivery time. It would be great for a customer to say, "I want the cutting tool, not excuses. That's why I've been with North Shore Tool for nine years. They've never let me down."

North Shore Tool Brand Identity - Design



The graphic “N” in the brand identity was custom-made to perfectly reflect the North Shore Tool brand persona. It is powerful and no-nonsense. At the same time, it denotes forward movement and optimism.

Because of its uniqueness, the graphic identity for the North Shore Tool brand cannot be accurately reproduced by using any existing typeface — and it must not be hand drawn or modified in any way. It should be reproduced only from electronic files.



When excuses won't cut it.

North Shore Tool

Brand Identity - Colors



The colors in the North Shore Tool brand identity reflect the persona of the company. The red and dark blue represent the importance of being 'made in America,' and project an image that is strong and trustworthy.

Always insist upon accurate color matching. Poorly matched colors may weaken impact, lessen effectiveness and affect perception of the North Shore Tool brand.



When excuses won't cut it.



Pantone	192
cmyk	1-100-70-0
rgb	236-0-68
Web	EC0044



Pantone	280
cmyk	100-94-28-23
rgb	2-33-105
Web	022169



Pantone	Cool Gray 8
cmyk	48-40-38-3
rgb	138-138-141
Web	8A8A8D

North Shore Tool

Brand Identity - Implementation



It is extremely important that the brand identity and brand theme be utilized the way they were intended. Consistency in appearance makes the brand identity as powerful and memorable as possible.

If necessary, the North Shore Tool logo may be used without the tag line.



When excuses won't cut it.

Color brand identity on white background

This is the preferred usage of the brand identity and should be considered before other options are used.



When excuses won't cut it.

Color brand identity on dark blue background

There are times that a dark blue background can be used. When using this format, the only color to be used in the logo is red in the "N" icon.



When excuses won't cut it.

Black logo on white background

For occasions such as newspaper ads and photocopying, use black type on a white background. Only solid black should be used. Tinted or grayscale reproductions should not be used.

North Shore Tool Brand Identity - Size



It is important that the brand identity is always easy to read and is easily discernable. In print uses, the brand identity should be at least 1.375" wide. In web and interactive uses, the brand identity should be at least 100 pixels wide.



Do not use below 1.375" wide in print



Do not use below 100-pixel width in web use

North Shore Tool

Brand Identity - Incorrect use



No changes to typeface



No distortions to proportions



No additional graphics can be added



No low-resolutions reproductions



No drop shadows can be added



No use of brand identity over complex backgrounds or photographs
(brand identity must be used on white or the blue "box.")



No color changes

North Shore Tool Brand Identity - Fonts



The typeface approved for the North Shore Tool brand identity is Myriad Pro.

Myriad Pro is a sans serif typeface and may be used as a headline, subhead or body copy.

Using only this typeface for the North Shore Tool brand identity results in consistency, visual unity and stronger brand recognition.

Typography Usage – Myriad Pro

Use Myriad Pro Bold for headlines, Myriad Pro Semibold for subheads and Myriad Pro Regular for body copy.

Italics may be used for captions, magazine titles or for emphasis.

Bold may be used for copy emphasis.

Myriad Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
\$1234567890 (.,:;!?"-'/_)
abcdefghijklmnopqrstuvwxyz

Myriad Pro Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
\$1234567890 (.,:;!?"-'/_)
abcdefghijklmnopqrstuvwxyz

Myriad Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
\$1234567890 (.,:;!?"-'/_)
abcdefghijklmnopqrstuvwxyz

Myriad Pro Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
\$1234567890 (.,:;!?"-'/_)
abcdefghijklmnopqrstuvwxyz

Myriad Pro Semibold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
\$1234567890 (.,:;!?"-'/_)
abcdefghijklmnopqrstuvwxyz

Myriad Pro Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
\$1234567890 (.,:;!?"-'/_)
abcdefghijklmnopqrstuvwxyz

North Shore Tool
Print ad prototypes



Half-page
horizontal ad



**A week from now,
it will be worthless.**

A week is too late. When you need a cutting tool, you need it pronto. No ands, ifs or buts. Any delay means losing money, maybe even losing an order.

North Shore Tool understands. So you get 24-hour turnaround on our most popular special taps.

Precision quality and fast turnaround that you can count on. Now, that's really worth something.



123 Main Street | Anywhere, USA 12345-6789 | northshoretoolco.com | 800.123.4567

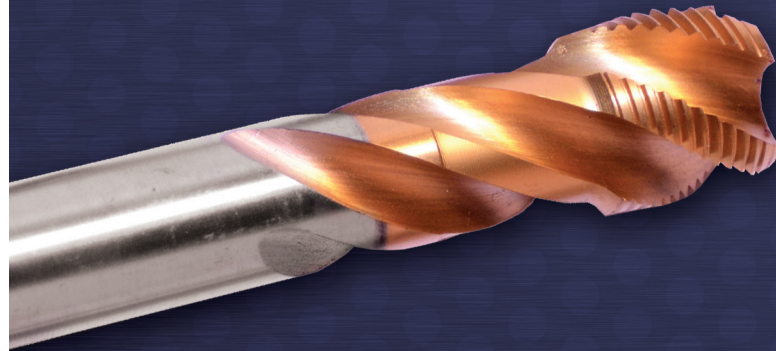
When excuses won't cut it.

North Shore Tool
Print ad prototypes



Half-page
vertical ad

**Your reputation is
hanging by a thread.**



Your name is on the line with every special tap your customers order. They expect perfection.

North Shore Tool gets it. So we'll work from your blueprint to manufacture taps that meet your exact, and we mean exact, specifications.

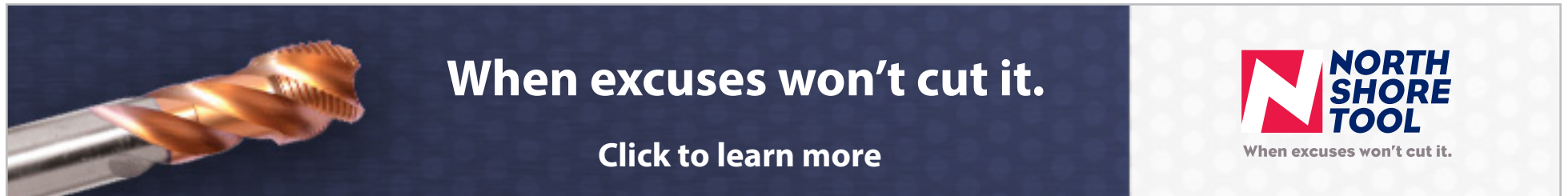
Precision quality and fast turnaround that you can count on. You'll never be left hanging.



When excuses won't cut it.

123 Main Street | Anywhere, USA 12345-6789 | northshoretoolco.com | 800.123.4567

North Shore Tool
Internet ad prototypes



728 x 90
banner ad



300 x 250
banner ad

North Shore Tool

E-news masthead prototype



E-newsletter
sample

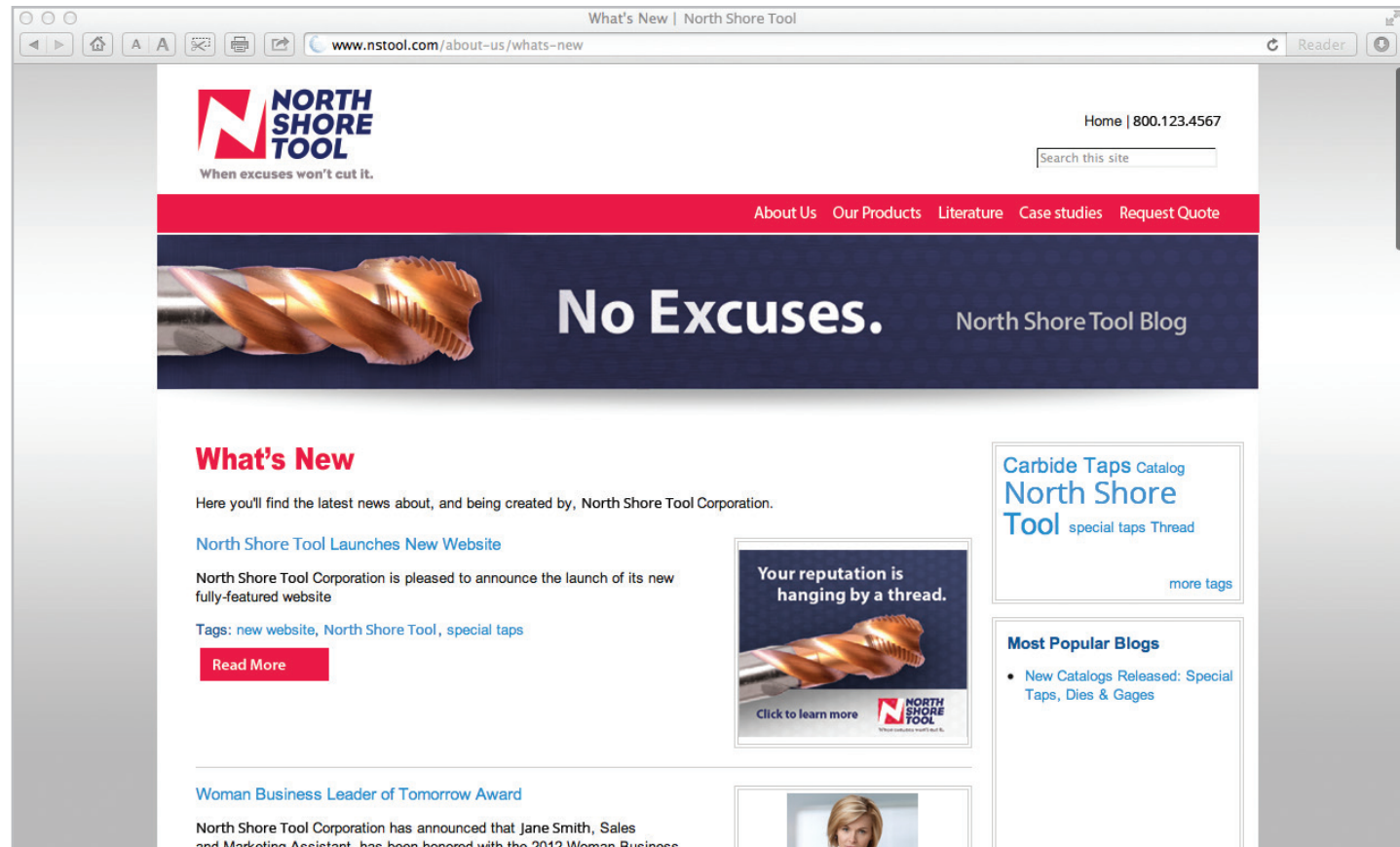


North Shore Tool

Blog masthead prototype



Blog sample



Ready to get started?

The Repp Group can assist you with all aspects of your industrial brand. To help you attract more qualified visitors, convert them into leads, and close more sales. Our team will:

- Develop a unique, meaningful brand strategy and theme that will clearly position your company as the preferred choice in your industry.
- Create a deliverable that gives your company the brand consistency needed in the online market place. The **Branding Road Map** gives your staff and your outside vendors clear direction when it comes to your company's valuable brand theme & appearance.
- Provide examples of graphic elements for your marketing mix, such as masthead for your blog, tone of voice for your company's newsletter, tone of voice for your blog posts...and more.
- Provide examples of ads for print and web.
- Deliver electronic files for all the graphic elements of your new brand, including logo, print ads, and web ads, etc.

*Give me a call at 269-375-0349. Ask for Tom Repp
or email twrepp@thereppgroup.com*

