

# MANUFACTURING BRANDS 2018

**WHAT NOW? WHAT NEXT?**  
Opportunities > Challenges > Trends



## 20-MINUTE SPRINT

- 1. THEMES OF THE DAY**
- 2. HOW THEMES INFLUENCE MESSAGING**
- 3. HOT TO BE BRAND-READY FOR 2018**



## BRAND BASICS 101

**Brand comes first.  
Customers come second.  
Messaging comes third.**

**BRAND BASICS 101**

**HERE'S WHY.**

**BRAND  
BASICS  
101**



**EVERYONE HERE  
REPRESENTS A BRAND**

5

**KEY TRENDS AFFECTING  
MANUFACTURING BRANDS**



**1.**

## **VISUALIZATION BEFORE COMMERCIALIZATION**

3D printing & virtual simulation

2.

# ROBOTICS

Automation. "The Digital Floor."



# DATA

Accessible. Actionable Metrics.

3.





4.

# ENVIRONMENT

Sustainability. Zero Net Waste



# TALENT

Recruiting. Training. Retaining.

5.

**ROBOTICS**

**VISUALIZATION**

**INTERCONNECTED**

**TALENT**

**DATA**

**ENVIRONMENT**

# MESSAGING THE 5 THEMES



MESSAGING THE **5** THEMES:

**1. VISUALIZATION  
BEFORE  
COMMERCIALIZATION**

**Acceleration.  
Innovation.  
Future is here.**



# Acceleration.

MESSAGING THE **5** THEMES:

## 1. VISUALIZATION BEFORE COMMERCIALIZATION

**Hudson ROBOTICS, INC.**  
Laboratory Automation and Robotics

*Ahead of the curve.*

Hudson Robotics is a leading provider of lab automation solutions.

We produce robots that allow users to easily turn microplate readers into automated screening systems. We have microplate movement and storage systems, as well as liquid handling solutions. We also offer complete workcells for biological research and drug discovery, in which our products are integrated with third party equipment to solve complex laboratory protocols.

All of our equipment is tied together by our powerful, but easy-to-use SoftLinx™ control software. We have written software integrations to the vast majority of third party readers and other lab automation equipment, with new integrations being developed on a regular basis. [More >](#)

- > Laboratory Robotics
- > Microplate Stackers and Conveyors
- > Sub- $\mu$ l Dispensers
- > Colony Pickers
- > Fully Automated Protein Expansion Systems
- > PCR Preparation and Purification Systems
- > Multi-Tasking Automation Control Software
- > Application Notes

**Featured Products**

- > Rapid Pick Light
- > VaryGreen ACME-Tax System
- > Hudson SQLD High-Throughput Single-Channel Reader

**Featured News**

- > CHI Discovery on Target
- > IBS 2010 Advanced Applications Symposium
- > [See More News](#)

PlateCrane EX - Microplate Robot Arm

HOME | **COMPANY** | PRODUCTS | SOFTWARE | LIBRARY | NEWS | CONTACT US

Company Overview  
Map and Directions  
Contact Information

Microplate Handling  
Liquid Handling  
Biological Research  
Drug Discovery

SoftLinx  
Application Bulletins  
Brochures  
External Links  
Presentations  
Publications  
Videos

NEWS  
Conferences  
Company News  
Newsletters  
Press Releases

CONTACT US  
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**Request a Quote**  
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Copyright © 2011 Hudson Robotics | P: 973.376.7400 | F: 973.376.8265 | E-mail: info@hudsoncontrol.com | Springfield, New Jersey, USA



# Innovation.

MESSAGING THE **5** THEMES:

## 1. VISUALIZATION BEFORE COMMERCIALIZATION

The screenshot shows the Schneider Electric website homepage. At the top, there is a green navigation bar with the text "Life Is On" and the Schneider Electric logo. A search bar is located to the right of the logo. Below the navigation bar, the main content area features a large, dark background image of a man in a suit pointing at a screen. Overlaid on this image is the word "INNOVATION" in large, green, 3D-style letters. Below the main image, there are three columns of content: "EcoStruxure™" with a "Learn how" button, "Technical FAQs" with a "Find Answers" button, and "Partners & Professionals" with a "Resources and support" button. To the right of these columns is a "Quick Links" section with a list of links: Products, Contact Us, Support Center, DigestPLUS, Find a Distributor or Reseller, and Square D™. Below the main content area, there is a "Featured products" section with a row of product images and a "See all products" link. On the far right, there is a "Featured product" section for the "Electrical Contractor Portal" with a small image of a person and a description: "Access the support you need to simplify projects and increase profitability."



# Future.

MESSAGING THE **5** THEMES:

**1. VISUALIZATION  
BEFORE  
COMMERCIALIZATION**

**LOCKHEED MARTIN**

INVESTORS MEDIA SUPPLIERS EMPLOYEES

WHO WE ARE WHAT WE DO NEWS & EVENTS INNOVATION CAREERS

THE FUTURE OF DEFENSE IS ALREADY HERE  
**F-35 LIGHTNING II**

1 2 3 4 [LEARN MORE](#)

**HOW CYBER EXPERTS ARE USING ARTIFICIAL INTELLIGENCE**

With cybercrime not going away anytime soon, cyber teams and artificial intelligence make the ultimate human-machine team.

[READ MORE](#)

**NEWS**

October 11, 2017  
LifePort Receives FAA STC for Lightweight Medical Interior

October 11, 2017  
Lockheed Martin's ATACMS Successful in Flight Test

October 10, 2017  
U.S. Air Force Declares First Lockheed Martin GPS III Satellite "Available for Launch"

Stock Price: [ 318.59 ] [Contact Us](#) [Site Map](#) [Privacy](#) [Terms of Use](#) © 2017 Lockheed Martin Corporation. All Rights Reserved.



MESSAGING THE **5** THEMES:  
2. ROBOTICS

**Precision.**

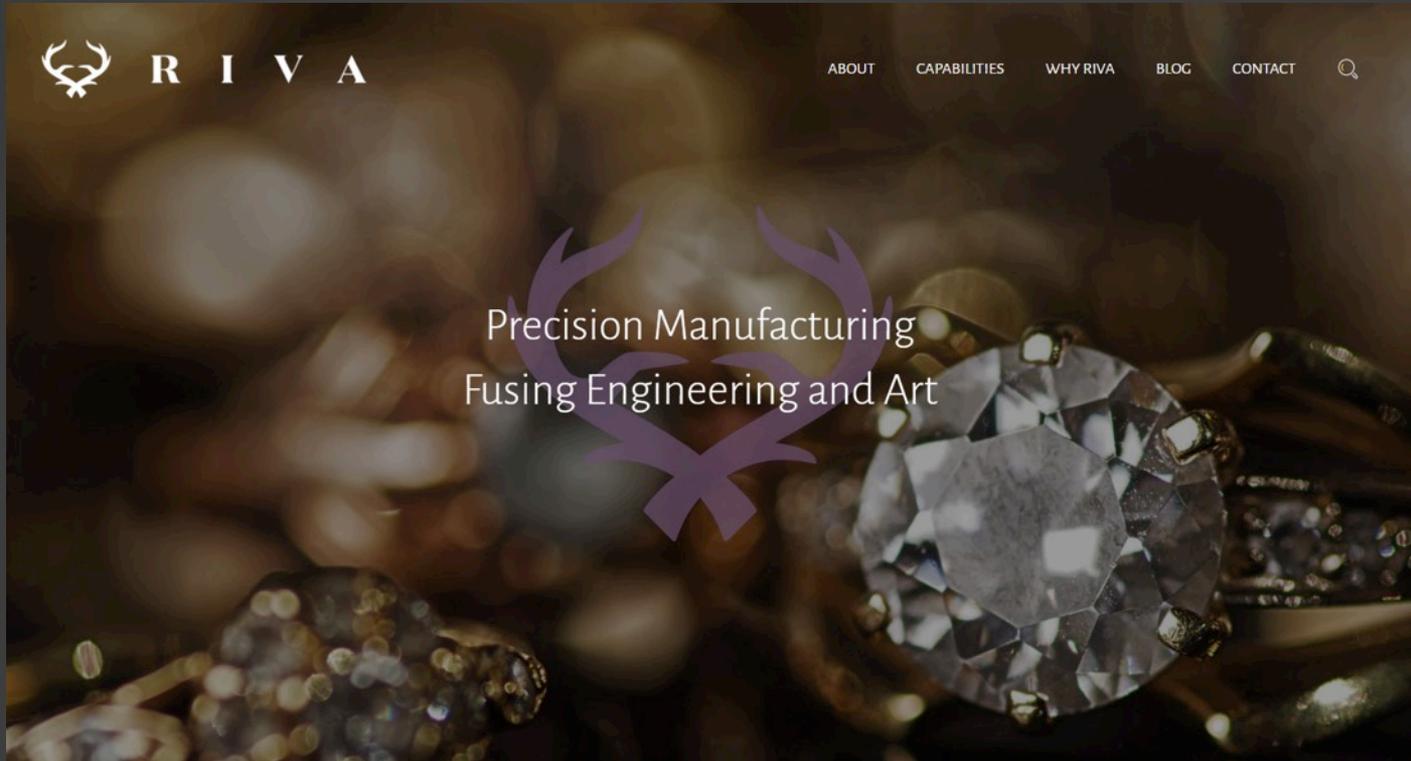
**Agility.**

**Highest quality.**



MESSAGING THE **5** THEMES:  
2. ROBOTICS

Precision.





MESSAGING THE **5** THEMES:  
2. ROBOTICS

Agility.

The screenshot shows the ConnectTronics website homepage. At the top left is the ConnectTronics logo, which consists of a red circle with three white horizontal lines, followed by the text "ConnectTronics" and "YOUR RF CONNECTOR SOURCE" below it. To the right of the logo is a "MENU" button with a hamburger icon. The main content area features a dark background with a blurred image of a factory floor. The headline reads "FLEXIBLE QUANTITIES + QUICK TURNAROUND TIMES" in large, white, bold letters. Below the headline is a paragraph: "We offer flexible ordering options and quick turnaround times, whether you order RF connectors and component parts in small or large quantities." A red button with the text "LEARN MORE" is positioned below the paragraph. At the bottom of the main content area is a horizontal navigation bar with four items: "Custom Design", "Flexible Ordering", "Industry Expertise", and "Standard RF Connectors". Below this bar is a white section with the text "CUSTOM & STANDARD RF CONNECTOR MANUFACTURING" and a large red heading "WHY CONNECTRONICS?".

ConnectTronics  
YOUR RF CONNECTOR SOURCE

MENU

## FLEXIBLE QUANTITIES + QUICK TURNAROUND TIMES

We offer flexible ordering options and quick turnaround times, whether you order RF connectors and component parts in small or large quantities.

LEARN MORE

Custom Design   Flexible Ordering   Industry Expertise   Standard RF Connectors

CUSTOM & STANDARD RF CONNECTOR MANUFACTURING

### WHY CONNECTRONICS?



MESSAGING THE **5** THEMES:  
3. DATA

Insight.  
Smarter.  
Advanced.



MESSAGING THE **5** THEMES:  
**3. DATA**

# Insight.

HOME ABOUT DRM SUSTAINABILITY **TECHNOLOGY** SERVICES INDUSTRIES CONTACT US LIVE CHAT

COMMERCIAL WASTE MANAGEMENT SOLUTIONS CLIENT PORTAL



## TECHNOLOGY

Delivering customized Information and metrics for greater efficiency and performance.



[Home](#) > [Technology](#)

DRM is focused on leveraging technology to drive simplicity, accuracy and savings into the way waste is managed for multi-location organizations. As part of [Waste Acuity™](#) we implement proprietary technologies and software that achieve maximum performance for clients' waste management and recycling programs.

Our proprietary platform and intuitive dashboard interface enables clients to easily look up, review and analyze data, with highly customized reporting that complies with the specific requirements of a particular business or industry.



PREVIEW DRM'S  
INTERACTIVE DASHBOARD  
[VIEW](#) →

[CUSTOMER PORTAL](#)

[REQUEST DEMO](#)

### Get more information.

Would you like to have a DRM representative contact you? Please fill in your information below and let us know how we can help you.



MESSAGING THE 5 THEMES:  
3. DATA

Smarter.

u-Plug

MY CART

New socket.  
Smart&Fast charging.



Charge  
Faster



Power  
Stand



2 USB  
Ports

Contact us for Distribution Licenses

GET IN TOUCH



MESSAGING THE **5** THEMES:  
3. DATA

# Advanced.

Leader in Aerospace Switch & Sensor Technology

Select Language **EN** 818.843.6211

HydraElectric

Why Hydra? Sensors Switches Programs Knowledge Center About Contact

## Breakthrough Sensor Technology

Our innovative transducer technology is revolutionizing the industry.

[LEARN MORE](#)

### Product Solutions

**Sensors**  
Hydra-Electric's patented sensors excel where older technologies fail.

**Switches**  
Hydra-Electric's switches are the standard for performance and reliability.

### What's New

Visit us at NBAA – Aviation Business Daily gave us some ink  
Seeing our customers and prospects at Booth #C-7706  
[Read article about our latest innovation >](#)

New sensor design innovation  
Introducing a unique sensor design for venturi based mass flow systems – reliability, space savings, weight reduction  
[Read Press Release >](#)



MESSAGING THE **5** THEMES:  
4. ENVIRONMENT

**Responsible.**

**Enabling.**

**Core.**



MESSAGING THE 5 THEMES:  
4. ENVIRONMENT

# Responsible.

The screenshot shows the PolyOne website's Sustainability page. At the top, there is a navigation bar with links for COMPANY, INVESTORS, CAREERS, GLOBAL, CONTACT US, and a phone number. The main header features the PolyOne logo and navigation links for PRODUCTS, SERVICES, INDUSTRIES, SUSTAINABILITY, and NEWS + EVENTS. The main content area has a green background with a woman in a striped shirt standing in a field with her arms outstretched. The text reads: "POLYONE'S APPROACH TO SUSTAINABILITY" and "People. Planet. Products. We enable our customers, innovation and sustainability goals through world-class products and services while developing our people and protecting the planet." Below this is a "More" button and a "Find" button. On the right side, there is a vertical button that says "CONNECT WITH POLYONE".

COMPANY | INVESTORS | CAREERS | GLOBAL | CONTACT US | +1-866-737-2066

PolyOne

PRODUCTS SERVICES INDUSTRIES SUSTAINABILITY NEWS + EVENTS

POLYONE'S APPROACH TO  
**SUSTAINABILITY**

People. Planet. Products. We enable our customers, innovation and sustainability goals through world-class products and services while developing our people and protecting the planet.

More

CONNECT WITH POLYONE

**FIND WHAT YOU NEED**

PRODUCT GROUP ↓

PRODUCT SUBGROUP ↓

PRODUCT DETAIL ↓

FIND RESULTS

**Exploring Possibilities**

GLOBAL PRESENCE

Welcome to PolyOne, where brand owners, designers, engineers, and sourcing professionals can find useful information, advice, resources, insights and inspiration for making the best material choices and growing their businesses.

**SPARTECH**

**LOOKING FOR PLASTIC SHEET OR ROLL STOCK?**

The Designed Structures and Solutions division is now Spartech.

LEARN MORE AT SPARTECH.COM

✉



MESSAGING THE **5** THEMES:  
4. ENVIRONMENT

Enabling.

The screenshot shows the LPS Industries website with a navigation bar at the top containing: FLEXIBLE PACKAGING, HAZARDOUS MATERIAL PACKAGING, PRESSURE SENSITIVE ENVELOPES AND COATED PRODUCTS, PACKAGING MATERIALS AND SHIPPING SYSTEMS, ABOUT US, and CONTACT US. The main banner features a background image of a person in a blue shirt holding a wooden crate of fresh organic produce. The LPS Industries logo and 'ISO 9001:2008 CERTIFICATION' are in the top left. A phone number '1.800.275.4577' and 'Outside USA 1.201.438.3515' is in the top right. A search bar is also present. The main headline reads 'ORGANIC FOODS MARKET' in large white letters. Below it, a sub-headline states 'Growing organic foods market drives usage of solventless lamination in flexible packaging materials'. A 'READ MORE' button is centered below the sub-headline, and a series of five dots is at the bottom center.

FLEXIBLE PACKAGING

HAZARDOUS MATERIAL PACKAGING

PRESSURE SENSITIVE ENVELOPES AND COATED PRODUCTS

PACKAGING MATERIALS AND SHIPPING SYSTEMS

ABOUT US

CONTACT US

1.800.275.4577 Outside USA 1.201.438.3515

ISO 9001:2008 CERTIFICATION

**ORGANIC FOODS MARKET**

Growing organic foods market drives usage of solventless lamination in flexible packaging materials

READ MORE



# Core.

MESSAGING THE 5 THEMES:  
4. ENVIRONMENT

The screenshot shows the Acme-Hardesty website with a blue header and a green navigation bar. The main content area features a large banner with a white stylized 'b' logo and the text 'BIO.LOGICAL.' in a white box. Below this, the text reads 'RENEWABLE, SUSTAINABLE, BIO-BASED PRODUCTS MAKE SENSE FOR BUSINESS AND THE PLANET.' and a green 'LEARN MORE' button is centered at the bottom.

Call Toll-Free (800) 223-7054

Search now...

PRODUCTS & MARKETS | SUSTAINABILITY | ABOUT US | SUPPLIERS | CONTACT | **SHOP ONLINE**

**BIO.LOGICAL.**

RENEWABLE, SUSTAINABLE, BIO-BASED PRODUCTS  
MAKE SENSE FOR BUSINESS AND THE PLANET.

LEARN MORE



MESSAGING THE **5** THEMES:  
5. TALENT

Culture.  
Belonging.  
Great Choice.



## Culture.

MESSAGING THE 5 THEMES:  
5. TALENT

 **BRADY.** WHEN PERFORMANCE MATTERS MOST™

[HOME](#) [ABOUT](#) [LOCATIONS](#) [INVESTORS](#) [CAREERS](#) [INNOVATION](#) [SUSTAINABILITY](#) [CONTACT](#)

[SHOP FOR PRODUCTS](#) >>

WE DO THINGS  
OTHERS DON'T,  
IN WAYS THEY CAN'T.

This is the Brady way.

-BILL BRADY

  
WHAT KIND OF COMPANY  
LASTS 100 YEARS? [GO >](#)

### NEWS

[Brady Corporation Files 2017 Annual Report on Form 10-K with the U.S. Securities and Exchange Commission](#)

[Brady Corporation Reports Fiscal 2017 Fourth Quarter Results and Announces its Fiscal 2018 EPS Guidance](#)

[MORE >](#)

### CAREERS @ BRADY



[MORE >](#)

### SHOP FOR PRODUCTS



[MORE >](#)

# Belonging.



MESSAGING THE 5 THEMES:  
5. TALENT

MEC

HOME PRODUCTS MARKETS SOLUTIONS MANUFACTURING OUR COMPANY

An Employee-Owned Company

Search

TruBend 5170

THIS IS MY COMPANY.  
VIEW CORPORATE OVERVIEW

Master

MEC is Hiring. [Click Here](#) for more information.



MESSAGING THE **5** THEMES:  
5. TALENT

# Great Choice.

English | Careers | Locations | Newsroom

INTERNATIONAL  PAPER

Search 

COMPANY ▾ PRODUCTS ▾ PEOPLE ▾ PLANET ▾ PERFORMANCE ▾

## Investing in PEOPLE

[VIEW OUR EFFORTS](#)

### Who We Are

International Paper is one of the world's leading producers of fiber-based packaging, pulp and paper. We create packaging products that protect and promote goods, enable worldwide commerce and keep consumers safe; pulp for diapers, tissue and other personal hygiene products that promote health and wellness; papers that facilitate education and communication; and paper bags, cups and food containers that provide convenience and portability for the on-the-go consumer.

[About International Paper](#) | [View Our Company Overview](#)

**BRAND POSITION:**  
**CONSISTENT**

**MESSAGING:**  
**EVOLVES**

**Relevant. Desired. Admired.**

# HOW TO **BE** BRAND READY IN 2018

UNCOMMON  
AGGRESSIVE  
READY.

HOW TO BE  
BRAND READY  
IN 2018

**BE**

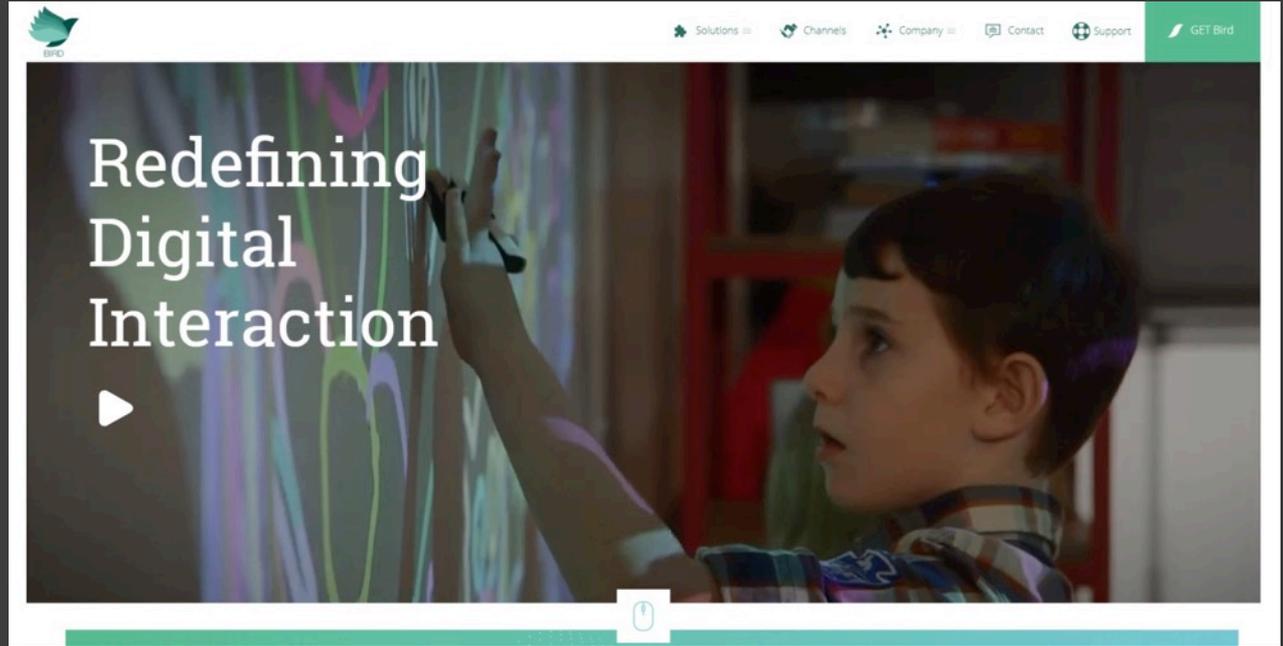
UNCOMMON

Don't be a  
look alike



HOW TO BE  
BRAND READY  
IN 2018

**BE**  
UNCOMMON  
Distinction is  
powerful.



HOW TO BE  
BRAND READY  
IN 2018

**BE**  
**UNCOMMON**

Distinction is  
powerful.

Guidance & Navigation: 973-785-6000 | Motion Systems: 828-350-5300

 [Products](#) [Markets](#) [Technology](#) [Support](#) [Company](#) [News](#) [Careers](#) [Contact](#) 



**INNOVATIVE SOLUTIONS. PROVEN TECHNOLOGIES.**

Our innovative solutions, based upon decades of proven component technologies, ensure program success throughout the lifecycle of your platforms and critical applications. We are committed to being the trusted partner of choice for all your guidance, navigation and motion control needs.



HOW TO BE  
BRAND READY  
IN 2018

**BE**

UNCOMMON

Talk.  
E-mail.  
Text.  
Review.  
Comment.

Good **x5**

Bad **x13**

Average?

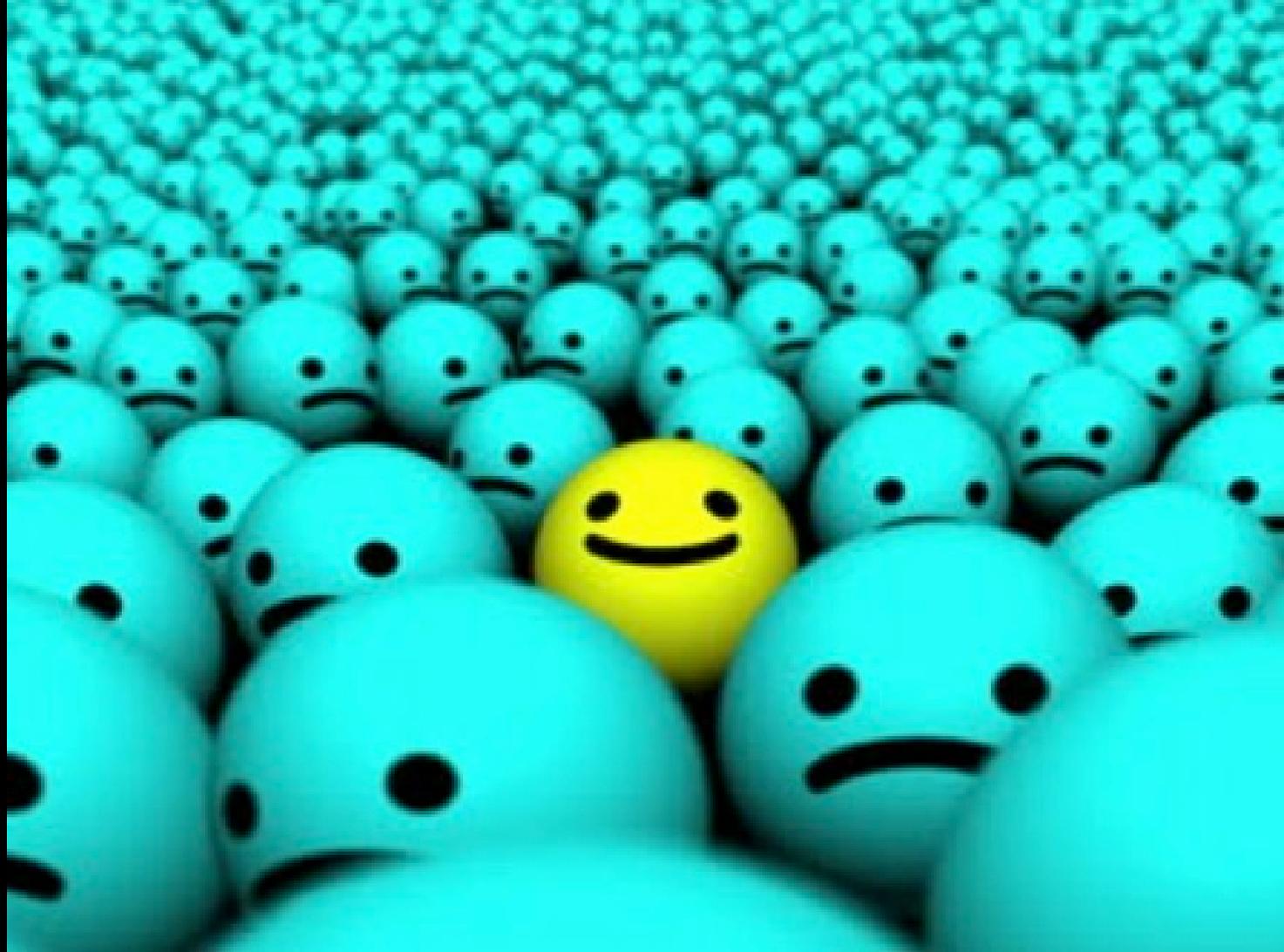
HOW TO BE  
BRAND READY  
IN 2018

**BE**

**UNCOMMON**

**DISTINCT  
BENEFIT**

Buyers are  
50% more  
likely to chose  
you



HOW TO BE  
BRAND READY  
IN 2018

**BE**

**UNCOMMON**

**EMOTIONALLY  
CONNECT**

**Emotional  
Connect?**

**Manufacturing  
Brand?**

HOW TO BE  
BRAND READY  
IN 2018

**BE**

UNCOMMON

EMOTIONALLY  
CONNECT

# Manufacturing **Brand**



# Emotional **Overdrive**

HOW TO BE  
BRAND READY  
IN 2018

**BE**

UNCOMMON

EMOTIONALLY  
CONNECT

B2B brands that  
**emotionally** connect  
earn 2x more  
than brands selling  
on functionality alone.

HOW TO BE  
BRAND READY  
IN 2018

**BE**  
UNCOMMON

**EMOTIONALLY  
CONNECT**

The screenshot shows the CST website homepage. At the top, there is a navigation bar with the CST logo and links for TIRES, ABOUT, NEWS & EVENTS, ATHLETES, MEDIA, and CONTACT. A search bar is located on the right. The main banner features a photograph of three cyclists in orange and white jerseys, with the text "FIND YOUR PLACE. LOVE THE RIDE. TREAD ON." overlaid. Below the banner, there are two featured product sections: "FEATURED TIRE | ROCK HAWK" showing a close-up of a mountain bike tire, and "BEAU BARON" showing a Polaris off-road vehicle on a dirt trail.

**CST.** TIRES ABOUT NEWS & EVENTS ATHLETES MEDIA CONTACT

FIND YOUR PLACE. LOVE THE RIDE. TREAD ON.

BIKE TIRES

FEATURED TIRE | ROCK HAWK

BEAU BARON

HOW TO BE  
BRAND READY  
IN 2018

**BE**

**UNCOMMON**

**EMOTIONALLY  
CONNECT**

How  
you  
make  
them  
feel.

Is more  
important  
than  
what  
you do.



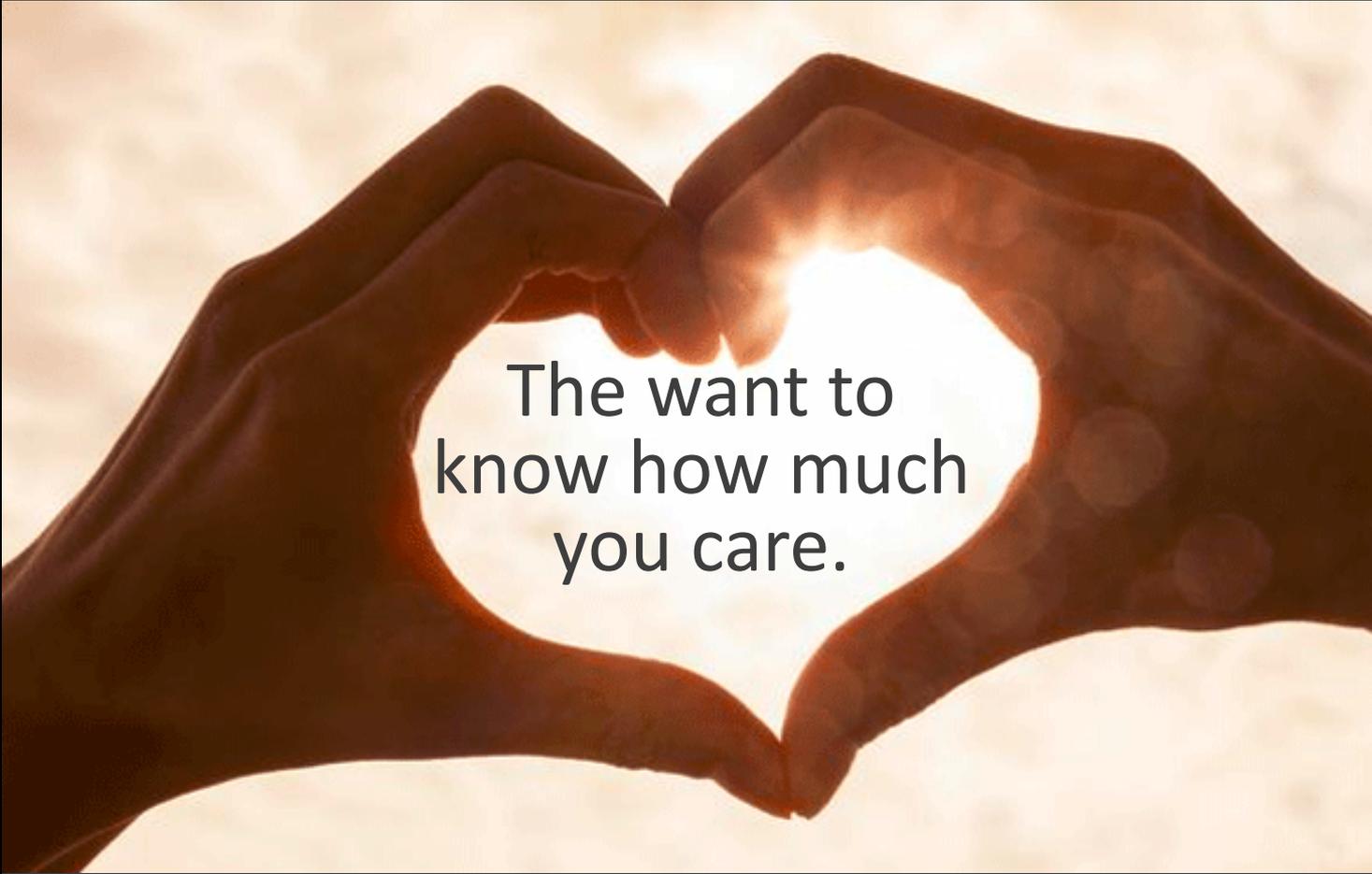
HOW TO BE  
BRAND READY  
IN 2018

**BE**

**UNCOMMON**

**EMOTIONALLY  
CONNECT**

People don't care how much you know.

A photograph of two hands, one from the left and one from the right, reaching towards each other and forming a heart shape. The hands are silhouetted against a bright, warm, golden light, likely from the sun, creating a soft, glowing effect. The background is a blurred, bright sky.

The want to  
know how much  
you care.

HOW TO BE  
BRAND READY  
IN 2018

**BE**

UNCOMMON

**GREAT  
RELATIONSHIPS**

Make Brands  
Great!



HOW TO BE  
BRAND READY  
IN 2018

**BE**

**UNCOMMON**

**GREAT  
RELATIONSHIPS**

**Make Brands  
Great!**

The screenshot shows the Minalex website homepage. At the top left is the Minalex logo with the tagline "Manufacturing precision partnerships.™" and "MINIATURE ALUMINUM EXTRUSIONS". To the right is a "REQUEST QUOTE" button and two phone numbers: 908 534 4044 and 908 534 6788. A navigation bar contains links for "ABOUT US", "EXTRUSIONS", "SERVICES & CAPABILITIES", "TURN-KEY SOLUTION", "NEWS", and "CONTACT". The main image shows five smiling employees in blue work shirts. A dark banner across the image contains the text "Because you need more than a part. You need a partner." At the bottom, there are two buttons: "WE GO TO GREATER LENGTHS" and "HAVE A QUESTION OR NEED A QUOTE?". A small inset photo of a man is visible in the bottom right corner.

**m** **minalex** *Manufacturing precision partnerships.™*  
MINIATURE ALUMINUM EXTRUSIONS

REQUEST QUOTE  
908 534 4044  
908 534 6788

ABOUT US | EXTRUSIONS | SERVICES & CAPABILITIES | TURN-KEY SOLUTION | NEWS | CONTACT

Because you need more than a part. You need a partner.

WE GO TO GREATER LENGTHS

HAVE A QUESTION OR NEED A QUOTE?

HOW TO BE  
BRAND READY  
IN 2018

**BE**  
UNCOMMON

**GREAT**  
RELATIONSHIPS

Make Brands  
Great!

**aer**

- ABOUT
- WHAT WE DO
- WHY AER
- NEWS
- CAREERS
- CONTACT

**DEALER LOGIN**

# Consider it done.

Learn why the automotive industry depends on AER »

**FCA**  
FIAT CHRYSLER AUTOMOBILES

*Ford*

**GM**

**TOYOTA**

HOW TO BE  
BRAND READY  
IN 2018

**BE**

UNCOMMON

Expression.

Emotion.

Relationships.

# HOW TO **BE** BRAND READY IN 2018

UNCOMMON  
AGGRESSIVE  
READY.

HOW TO BE  
BRAND READY  
IN 2018

# BE

AGGRESSIVE

Stand Still.  
Get Killed.



HOW TO BE  
BRAND READY  
IN 2018

**BE**

**AGGRESSIVE**

**Visibility**

7 Times to be SEEN  
for the FIRST Time.

HOW TO BE  
BRAND READY  
IN 2018

**BE**

**AGGRESSIVE**

**PERSISTENCE.  
Relationships  
Take Time**



HOW TO BE  
BRAND READY  
IN 2018

# BE

**AGGRESSIVE**

At each phase of  
the decision path.

**3.**

**DISTINCTION**  
Options

**2.**

**UNDERSTANDING**  
Information

**1.**

**AWARENESS**  
Problem!

**5.**

**PREFERENCE. BUY!**

**4.**

**RELEVANCE**  
Decide

**DECISION  
PATH**



HOW TO BE  
BRAND READY  
IN 2018

**BE**  
AGGRESSIVE

ENGAGE.  
Toe In.  
Foot In.  
JUMP IN.

español where to buy recently viewed my favorites sign in / register

**Glidden** INSPIRATION COLORS PRODUCTS ROOM VISUALIZER

Q How do I paint a nursery? SEARCH

most popular searches

**How Much Paint Do I Need?**  
Use our custom tool to calculate the right amount of paint for your project.

**What Exactly Is A Paint Sheen?**  
What is a paint sheen and which one do I need for my next project?

**Best Colors for White Kitchens**  
What are the best paint colors to use for my classic white kitchen?

HOW TO BE  
BRAND READY  
IN 2018

**BE**  
AGGRESSIVE

ENGAGE.  
Toe In.  
Foot In.  
JUMP IN.

The screenshot shows the Massey Ferguson website interface. At the top, there is a navigation bar with the Massey Ferguson logo, a dropdown for 'UK/Eire', social media icons, and links for 'Dealer locator' and 'Contact Us'. Below this is a secondary menu with categories: 'RANGE', 'INNOVATION', 'PARTS & SERVICE', 'FINANCE', and 'ABOUT US'. The main banner features a man in a grey shirt standing in a field with a red tractor in the background. Text on the banner includes 'AGRITECHNICA 2017 ARE YOU ATTENDING?' and 'Let us know your plans so we can welcome you to our stand'. A 'Register your interest' button is present. Below the banner is a horizontal menu with tabs: 'WE ARE SERIOUS', 'AGRITECHNICA', 'IDEAL', 'MF ACTIVA S', 'CAMRB', 'MF 8700', and 'MF FL'. The 'Our Range' section includes a horsepower slider from 0HP to 496HP. Below the slider are category tabs: 'Tractors', 'Combine Harvesters', 'Balers', 'Hay & Forage', 'Materials Handling', and 'Power Generators'. Under 'Tractors', there are six product cards with images and specifications:

Model	HP
MF 1500	10.5 HP
MF 1700	20.4 HP
MF 3600 A	36.0 HP
MF 3600 V/S/F/GE	36.0 HP
MF 4700	35.0 HP
MF 5600	35.0 HP

At the bottom left, there is a 'DEALER LOCATOR' button with a location pin icon and the text 'Find your local Dealers now'. At the bottom right, it says 'FROM MASSEY FERGUSON'.

HOW TO BE  
BRAND READY  
IN 2018

**BE**  
**AGGRESSIVE**  
**ENGAGE.**  
**Toe In.**  
**Foot In.**  
**JUMP IN.**

The screenshot shows the Tolomatic website's 'Electric Linear Motion' page. At the top, the Tolomatic logo is on the left, and navigation links for 'ABOUT', 'CAREERS', 'NEWS & EVENTS', 'OUR BLOG', 'TOLONET', 'CONTACT', and '800-328-2174' are on the right. Below the navigation is a horizontal menu with 'PRODUCTS', 'SUPPORT', 'INFO CENTER', and 'INDUSTRIES'. A search icon is also present. The main content area features a large image of various electric linear actuators. On the left side of this area is a vertical navigation menu with four items: 'ELECTRIC LINEAR MOTION' (highlighted), 'SERVOWELD® ACTUATORS', 'PNEUMATIC ACTUATORS', and 'POWER TRANSMISSION'. The main heading 'Electric Linear Motion' is displayed in large blue text, with the subtext 'Electric linear actuators, servo and stepper motors, drives and controls' below it. A blue button with the text 'View Electric Products' and a right-pointing arrow is positioned over the actuator image. Below the main image are four promotional tiles: 1. 'ACTUATOR SIZING' with a calculator icon and text: 'Size and select any Tolomatic electric actuator with our easy-to-use online software.' 2. 'CAD LIBRARY' with a 3D CAD icon and text: 'Download 2D or 3D CAD files for any Tolomatic product.' 3. 'YOUR MOTOR HERE®' with a motor icon and text: 'Match your motor with compatible mounting plates that ship with any Tolomatic electric actuator.' 4. 'TOLOMATIC E-BOOK' with an e-book icon and text: 'Download the e-book: A Resource on Electric Linear Actuators - What a machine designer needs to know.'

HOW TO BE  
BRAND READY  
IN 2018

**BE**

AGGRESSIVE

Visible.

Persistent.

Engaging.

# HOW TO **BE** BRAND READY IN 2018

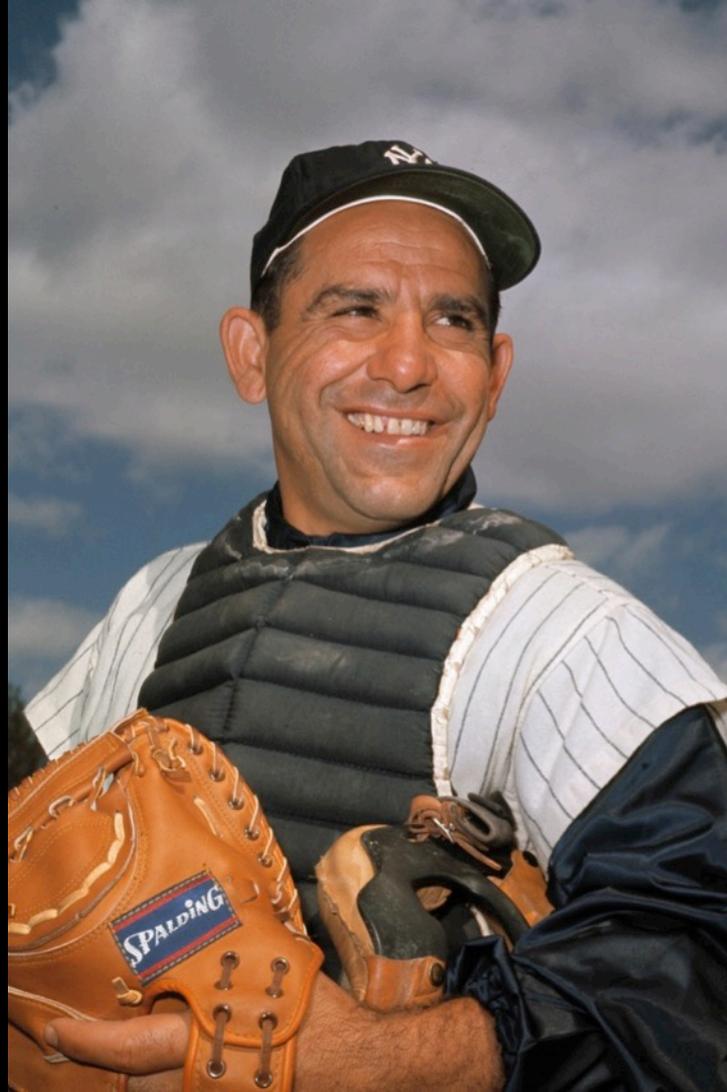
UNCOMMON  
AGGRESSIVE  
READY.

HOW TO BE  
BRAND READY  
IN 2018

**BE**

READY

Brand.  
Engagement.  
Content.  
Delivery.



*“It’s tough  
to make  
predictions,  
especially  
about the  
future.”*

**TRENDS:**  
**BRAND**

Emotional. We stand for more.

Employee-focused branding.

Brand E-magazines.

**TRENDS:**  
**ENGAGEMENT**

Social becomes foundational.

Customer experience.

Account-based marketing.

**TRENDS:**  
**CONTENT**

AR & VR exploration.

Search-centric content.

Storytelling.

**TRENDS:**  
**DELIVERY**

B2B E-Commerce

Marketing Automation

Native (Contextual) Advertising

## RECAP

You all have a brand  
Stay relevant. Be desired.  
Be uncommon. Be aggressive . . .  
**And be ready for 2018!**



# THANK YOU!

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