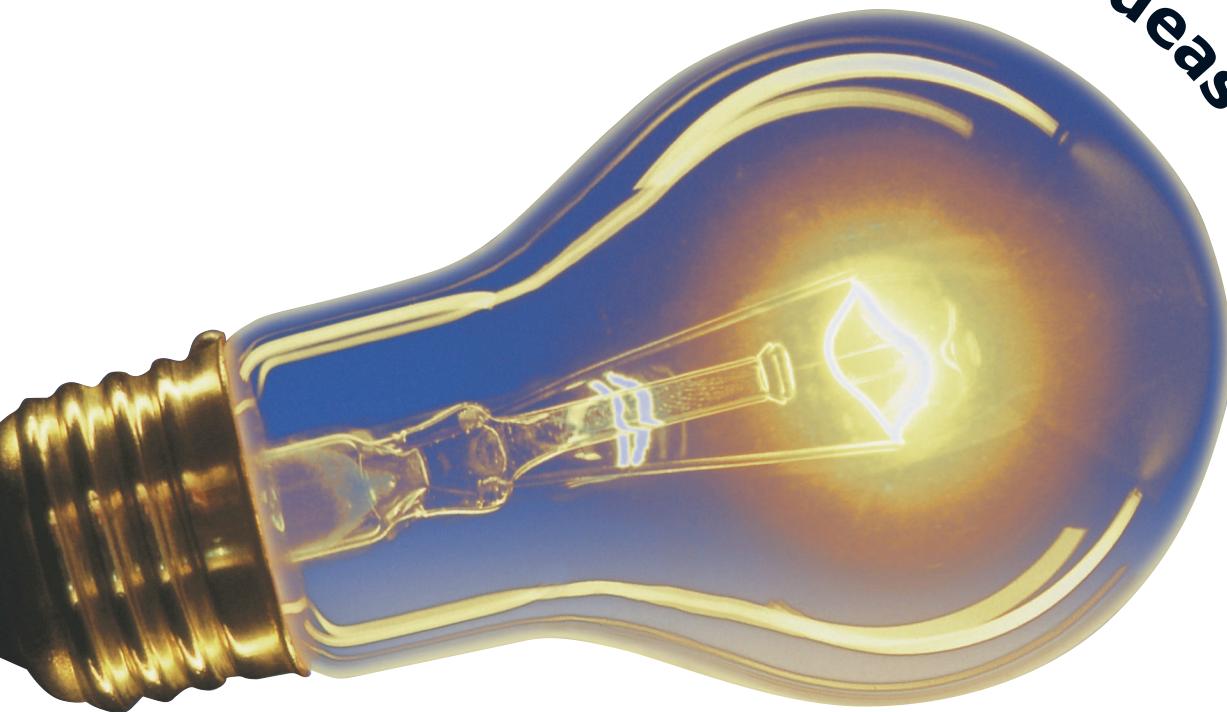


creating ideas



- Advertising
- Branding
- Channel communications
- Coalition building
- Community relations
- Creative services
- Crisis communications
- Direct marketing
- Government relations
- Internal communications** >
- Media relations** >
- Media training
- Online communication** >
- Public affairs
- Public relations
- Special events & promotions
- Strategic positioning

“ Our press relations pipeline, while working well at a local level, lacked cohesion in a pan-European context. Our objective was to make it more efficient and effective for our business units collectively and importantly enhance its value, through the media, to our markets by giving a solid industry and end-user focus to press release content.”

Susanne Baens, European Marketing Communications Supervisor

3M Industrial Adhesives and Tapes Group

The Challenge

The 3M Industrial Adhesives and Tapes Group has always had an active engagement with the media throughout Europe. However, because this had been handled on a country-by-country basis by the individual business units there were both duplicated efforts in preparing press materials and missed opportunities where good news stories received only local coverage but their interest generating potential was much wider.

The Solution

In conjunction with EMG, the existing press relations organisation was reviewed as was the approach taken in the presentation of content. Research conducted across 3M's market segments concluded that specifiers were as much interested in why particular adhesive solutions worked as they were in reading about the new applications and installation projects that used them. This led to the development of a new format in which news would be given a practical, solutions-based emphasis to provide more value to the reader.

Alongside this a new web-based concept for news management and delivery was developed. Within the new system all 3M country businesses retained their autonomy in respect of the stories they wanted to use and their local placement. However, because news was to be fed into a dedicated central database it meant that all stories would be adaptable for use in any country in support of new product introductions and special promotions.

Importantly, the press releases would be written and translations prepared centrally thereby saving time and providing for a professional, consistent style. Not only would the system bring economies and processing advantages but it would also provide a platform for information and best practice sharing across teams and countries.

The Result

The 3M PR Pipeline, managed in partnership with EMG, includes press releases and application profiles in languages as well as a photographic library, and is accessible and downloadable by any 3M team member. Additionally all 3M personnel are able to contribute directly to an 'Ideas Hopper'. These ideas are then followed up centrally for development into news releases or feature articles. The Pipeline makes ongoing PR activity transparent to everyone and enables a totally cohesive approach to the Group's press relations programme. Moreover, the system provides a focal point for the intra-company exchange of information on both existing applications and those in development, making it a valuable marketing-data reference for commercial teams.



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