

**Why Brands Matter  
More Than Ever  
Before  
YPO Online Presentation  
April 16, 2015**



*See Clearly™*

# Your Company's Brand

**The brand is a company's most important, yet most overlooked asset**

- As important in B2B as it is in B2C
- Crucial in both customer and talent acquisition

**More than a logo or an icon, your brand is what you want people to think about you**

**Your  
Company  
= X**

# Branding Pitfalls



## Common Branding Pitfalls

- Basing your brand on the category you're in
  - Leading Plastics Injection Molders
  - Thermoforming Experts
- Staking your claim to entry level attributes
  - Solutions Provider
  - Meeting or exceeding customer expectations
- Relying on internal perceptions of your value
- Mimicking what your competitors do and say
- Fear of changing your name when you've outgrown it

# What Good Brands Do

## What Good Brands Do:

- Specify the company's value proposition
- Change the conversation
- Reposition the competition as followers
- Drive perceptions externally and the culture internally
- Launch a compelling, relevant story
- Differentiate the company for a competitive advantage

**Your brand  
is a  
promise  
delivered.**

# Positioning for Success



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**GALLAGHER**  
PRECISION POLYURETHANE MOLDING

ABOUT US TOUGH PRODUCTS MEETING YOUR DEMANDS KNOWLEDGE CENTER

## Your Toughest Demands — Delivered

**Durability.** Continuously advancing polyurethane molding capabilities and expertise ensure your products withstand the fiercest application environments.

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**OVERVIEW**  
Not every molder can handle the complexities of polyurethane molding. Turn to Gallagher's ISO-certified operation for proven success in liquid casted and molded urethane parts that meet your toughest requirements. [MORE](#) →

**Tough Polyurethane Product #73**  
High Temperature Caster — Using an advanced resin, this urethane wheel handles tough environments with ease. [MORE](#) →

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*Gallagher is committed to evolving its business alongside its customers, continuously expanding engineering technologies and manufacturing capabilities to **meet the demands of a dynamic marketplace – today and tomorrow.***

# How Brands Produce ROI

## Strong Brands Produce ROI by:

- Sustaining differentiation in a crowded marketplace
- Supporting premium pricing/guarding against price-based competition
- Accelerating entry into new markets
- Recruiting and retaining top talent
- Increasing enterprise value

**R.O.I.**  
**The benefit that results from an investment.**  
***What investment are you making in your brand?***

# Launch a Differentiating Story

**HAUMILLER**  
High Speed Assembly

CUSTOM MACHINERY   AEROSOL MACHINERY   CAPABILITIES   INDUSTRIES SERVED   NEWS   VIDEOS   ABOUT US

**Automated high speed continuous motion assembly**  
is a complex and mission-critical challenge. **WHEN SUCCESS IS ON THE LINE**, Haumiller's experience, expertise and commitment deliver a custom solution that fits your precise needs.

**BENEFITS** 

**CUSTOM MACHINERY**  
Our Capabilities range from simple two-piece 

**AEROSOL MACHINERY**  
Discover more about the full line of Haumiller standard 

**ASSEMBLY IN ACTION**  
See automated high speed continuous motion 

External research validated that Haumiller's customers relied on their equipment in mission critical situations to **transform inherently risky endeavors into predictably successful outcomes**. **When success is on the line, turn to Haumiller.**

# Discovering Your Brand



## Discover Your Brand

- Answer key questions:
  - What do you do better than anyone else?
  - How does this align with what your target audiences care about today and in the future?
- Conduct research – Information today is easy & fast
  - Internal interviews with leadership, sales and others
  - Company-wide online surveys
  - External research with customers, suppliers, industry experts
    - Face-to-face, telephone, focus groups, online



# Discovering Your Brand

## Discover Your Brand

- Look at your competitors
  - Your value is a relative assessment against the value I can get somewhere else
- Be different. Not the same.
  - Understand what your competitors are saying and determine the opportunity to say something better
  - Remember, if everything else is equal, all that's left is price

**Create a  
position  
that you  
can own.**

# The Importance of Good Storytelling

## **Make your brand the cornerstone of a powerful and differentiating story:**

1. Give people a reason to want to talk to you
2. Connect personally. Be engaging. Care passionately.
3. Make what you do matter – not just to customers and employees, but in your industry, your community and even the world
4. Own the leadership position in your niche with ideas that are valuable and meaningful, and insights that solve problems
5. Use your story to strengthen existing relationships and establish new ones

**Passion:  
You can't  
teach it, but  
you really  
need it**

# Make What You Do Matter



## **What they do:**

They identify and protect premises, products and people with labels, signs, safety devices, printing systems and software, and die-cut materials.

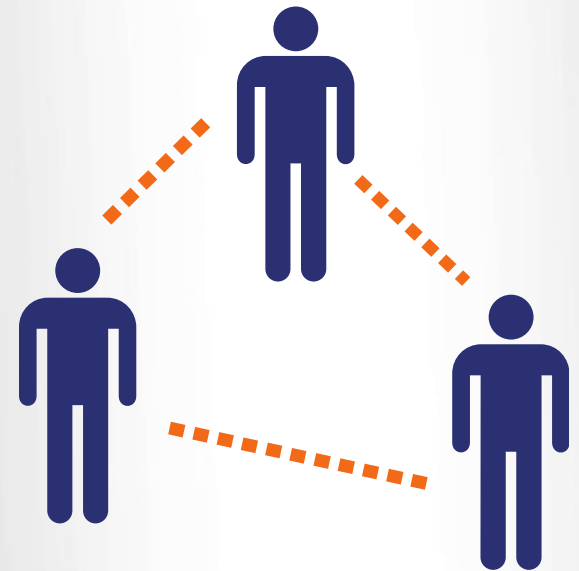
## **What they say:**

We are there in the delivery room when a mother first sees her child. We are part of the fight when a pandemic or an oil spill threatens life and the environment. We protect our astronauts in space.

# Whoever Wins the War for Talent Wins the Game

## **The competition for talent is intense and will only increase.**

- Demand for skilled workers is outpacing supply
- Competition is fierce – for largely the same talent
- Perceptions of manufacturing as a career aren't good, but they are changing
- Most manufacturers have strong stories to tell and the technologies that appeal to our younger, more tech-savvy kids
- Yet, most manufacturers do not use their brands as an opportunity to connect emotionally with recruits



# Create a Personal Connection

**BRADY 100** CELEBRATING A CENTURY GO

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## INNOVATION IS OUR COMPANY'S LIFE BLOOD.

It is the red thread that led us from the age of the telegraph to this age of the Cloud.

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

**NEWS**

- [Brady Corporation Reports Fiscal 2015 Second Quarter Results](#)
- [Brady Corporation Declares Quarterly Dividend to Shareholders](#)

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# Use Your Brand to Attract Like-minded People



## **What they do:**

Donnelly is a short-run manufacturer of precision injection molded parts.

## **What they say:**

With 2,800 active molds, more than 600 different materials and over 11,000 changeovers a year, our dedicated team of employees manages a level of complexity that most others can't handle. At Donnelly, we're up to the challenge. Ours is a culture that requires and rewards hard-working people with a can-do-attitude. And every day we work together to deliver results that set the standard for how short run is done.

# Building a Strong Culture



## Excellence from Start to Finish

Ace Metal recognizes that if they are to deliver on this promise in the marketplace, they have to bring out the knowledge and ignite the passion in every one of their employees. To accelerate the success of their employees and their company, they launched an internal branding campaign. Today they are reaping the benefits that come from a truly engaged, jazzed workforce.

# Creating Your Internal Brand





# 5 Key Takeaways



**1** Your brand is critically important to the success of your business.

**2** Good brands launch conversations that speak to both external and internal audiences.

**3** Discover your brand through both external and internal data points.

**4** Use your brand to tell memorable and meaningful stories.

**5** Dare to be different. Bring out the passion that truly makes you want to skip to work.



