

BRAND FOUNDATIONS

PACE STRATEGY OUTLINE

BOLIN / BRAND / MESSAGING

12.2018

BOLIN

ASSIGNMENT

LORE,M

GOAL

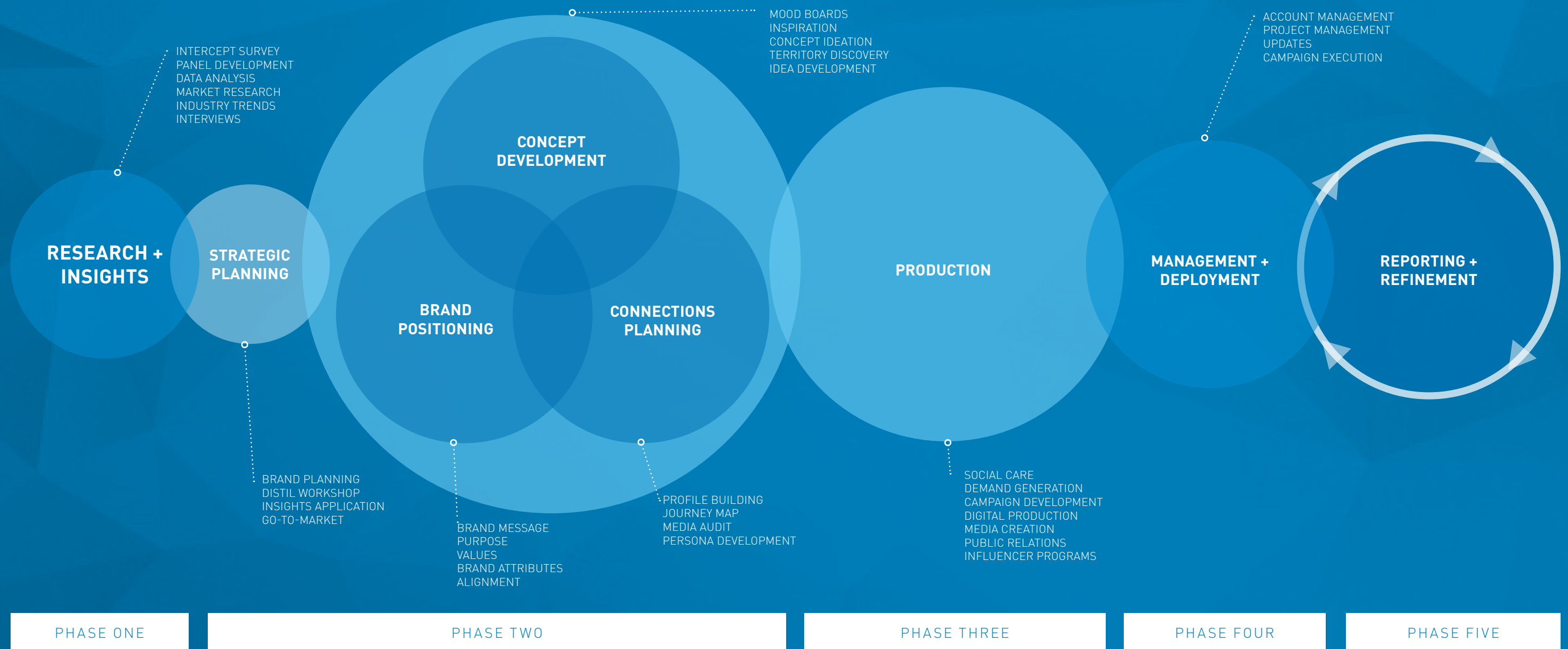
LORE,M

AGENCY PROCESS

DEVELOPMENT CYCLE

Our agile creative process ensures check-ins and optimization at all points in the process. Our production schedules from strategy to implementation are typically 60 to 100 days.

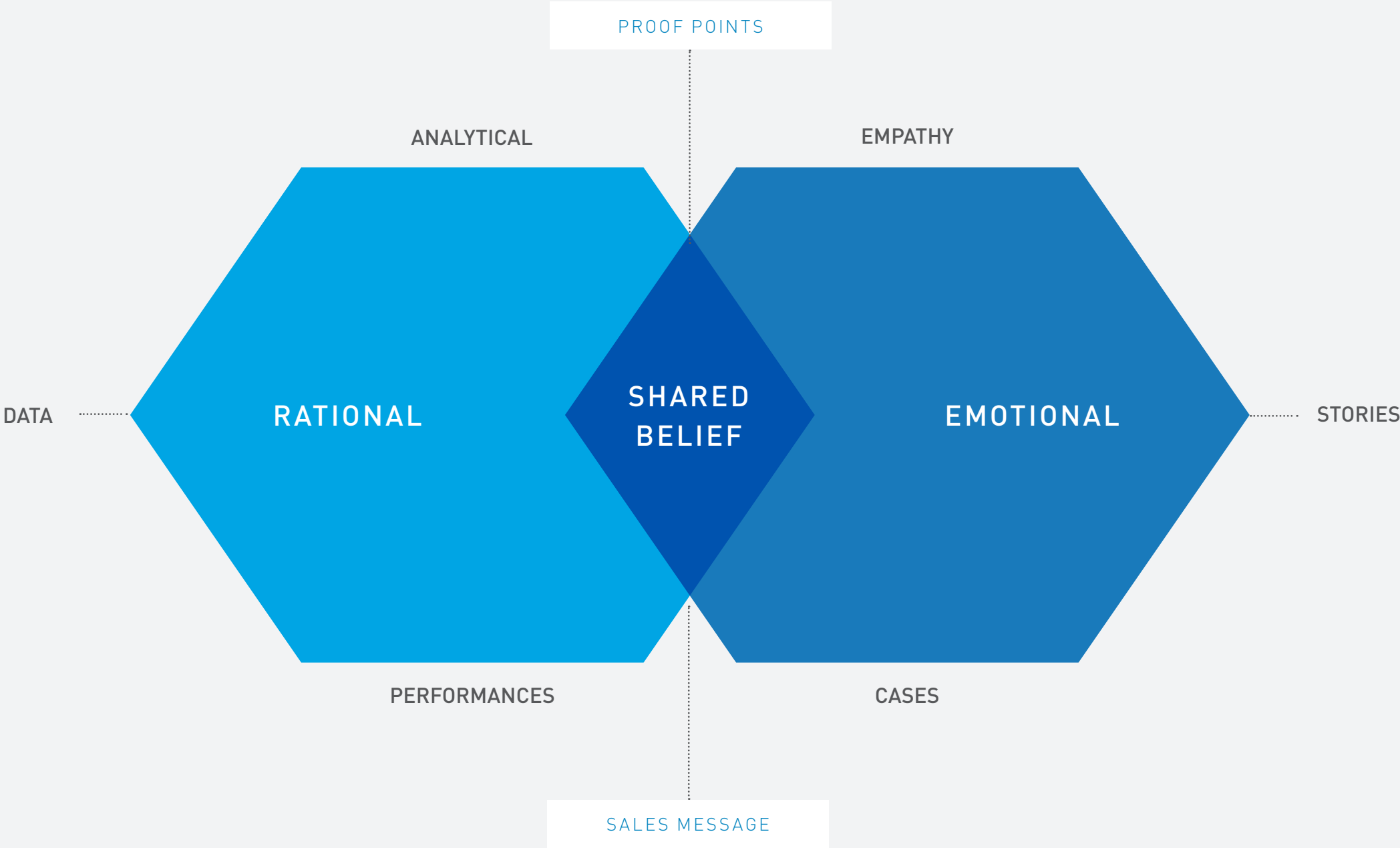
- | | |
|-----------------------------|------------------------|
| Brand Planning | 3D Modeling/Animation |
| Brand Research | Content Creation |
| Digital Insights + Planning | Blogger Outreach |
| User Research | Social Media Audit |
| Digital Design | User Testing |
| Print Design | Analytics |
| Brand Development | Platform Development |
| Package Design | Online Media + SEM/SEO |
| In-Store Experience Design | Email Marketing |
| Community Management | Lead Management |
| Film Production | Localization |
| Photography | Language Translation |



RATIONAL + EMOTIONAL EXPERIENCE

In the world of 3D Printing, decisions are made on both rational and emotional scales. We perform a variety of activities that help us identify areas where both rational and emotional reasons blend. It is in this area where we are able to identify our campaign “truth” and focus our energies on messages that support these territories.

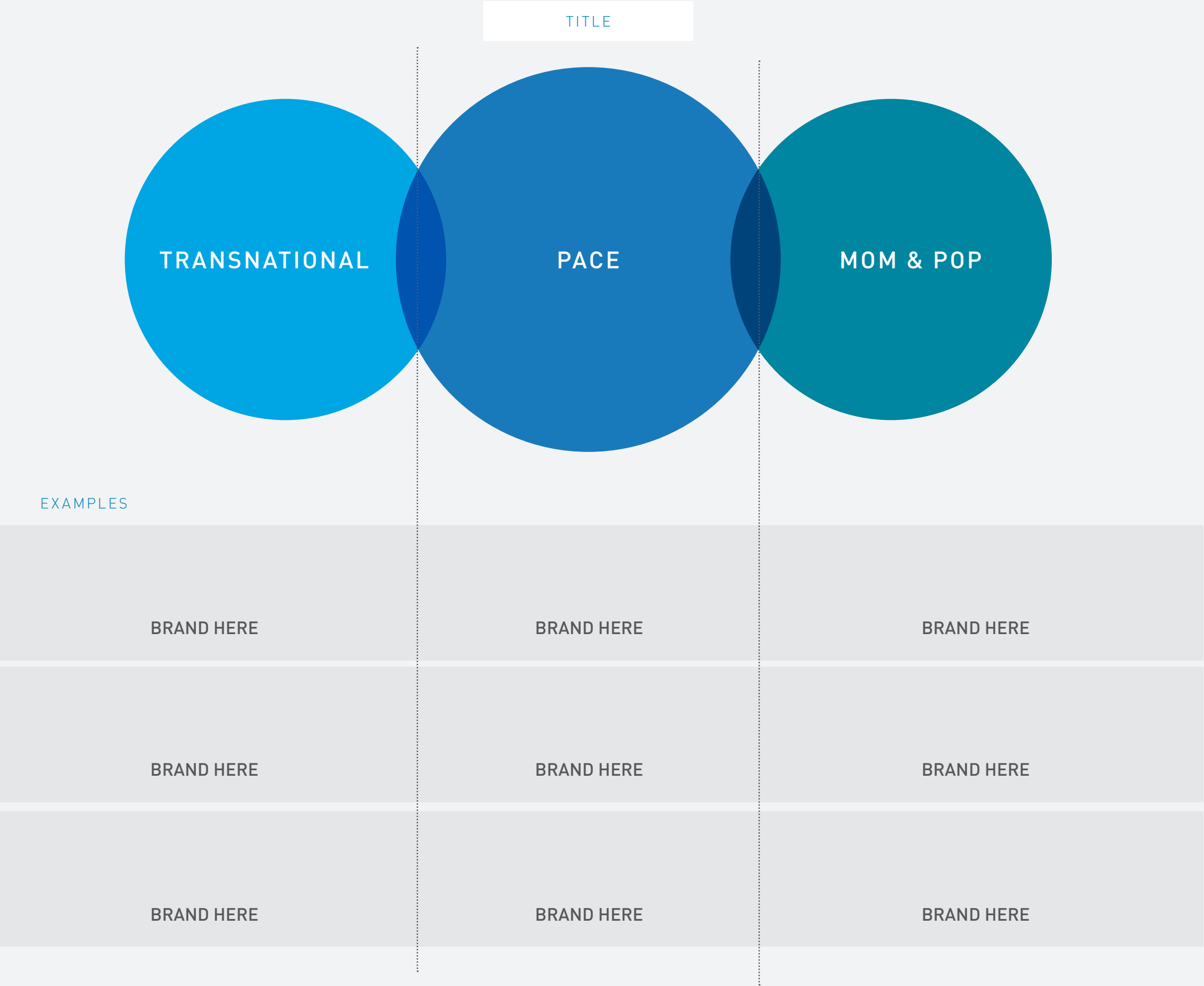
We use proof points/case studies to help align sales messages against customer pain points, helping to show them how 3D Systems solves their unique challenges.



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INSIGHTS & CHALLENGES

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CHALLENGE:

Pace has grown and expanded its reach over four decades, and will continue to do so. As the company grows, it needs a clear brand identity so the values and identity that led to this success remain continue to remain the backbone of the organization.

INSIGHT:

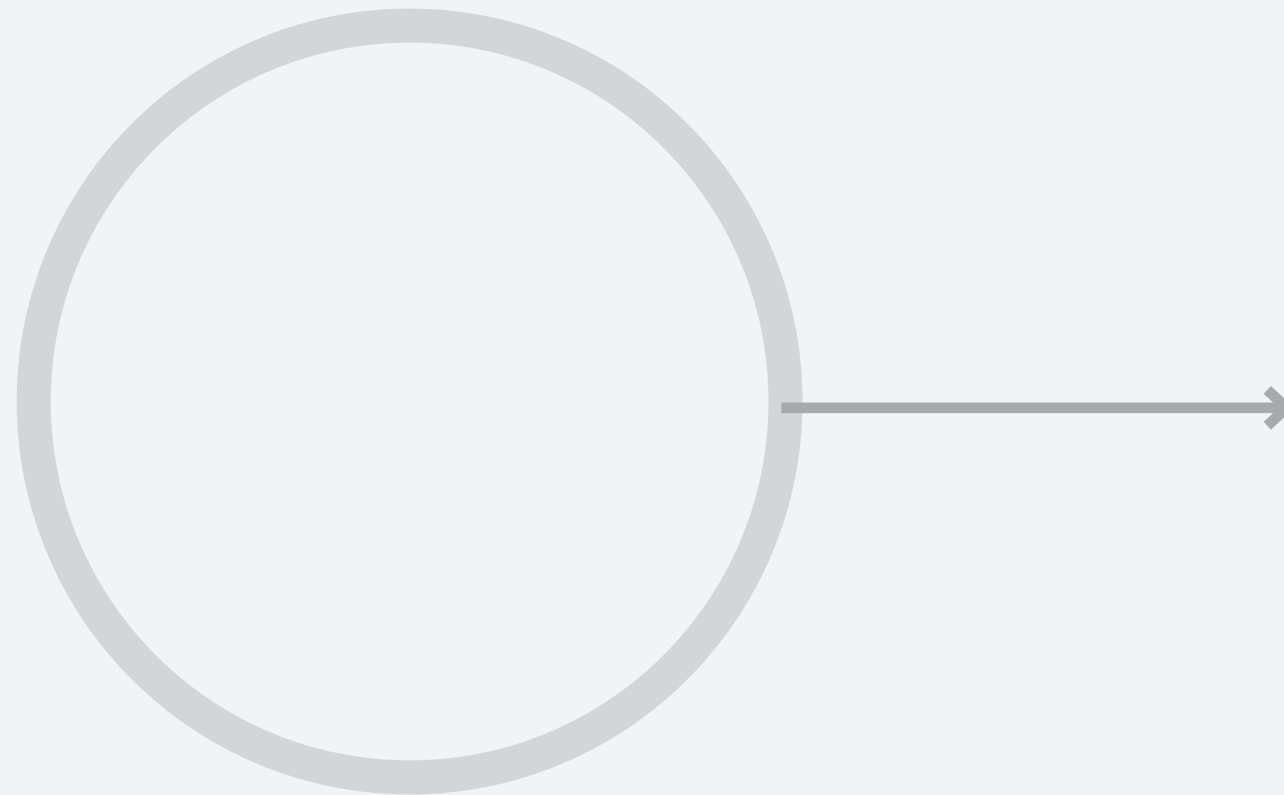
Pace inherently has all the necessary components for a strong and differentiated brand framework. It needs to identify, refine and amplify these brand elements.

MOST IMPORTANT TAKEAWAYS

Pace inherently has all the necessary components for a strong and differentiated brand framework.

It needs to identify, refine and amplify these brand elements.

Suggestion slide?



THE WHAT

Pace is the largest, commercial testing firm in the U.S. We are experts in advanced scientific solutions.

THE WHAT

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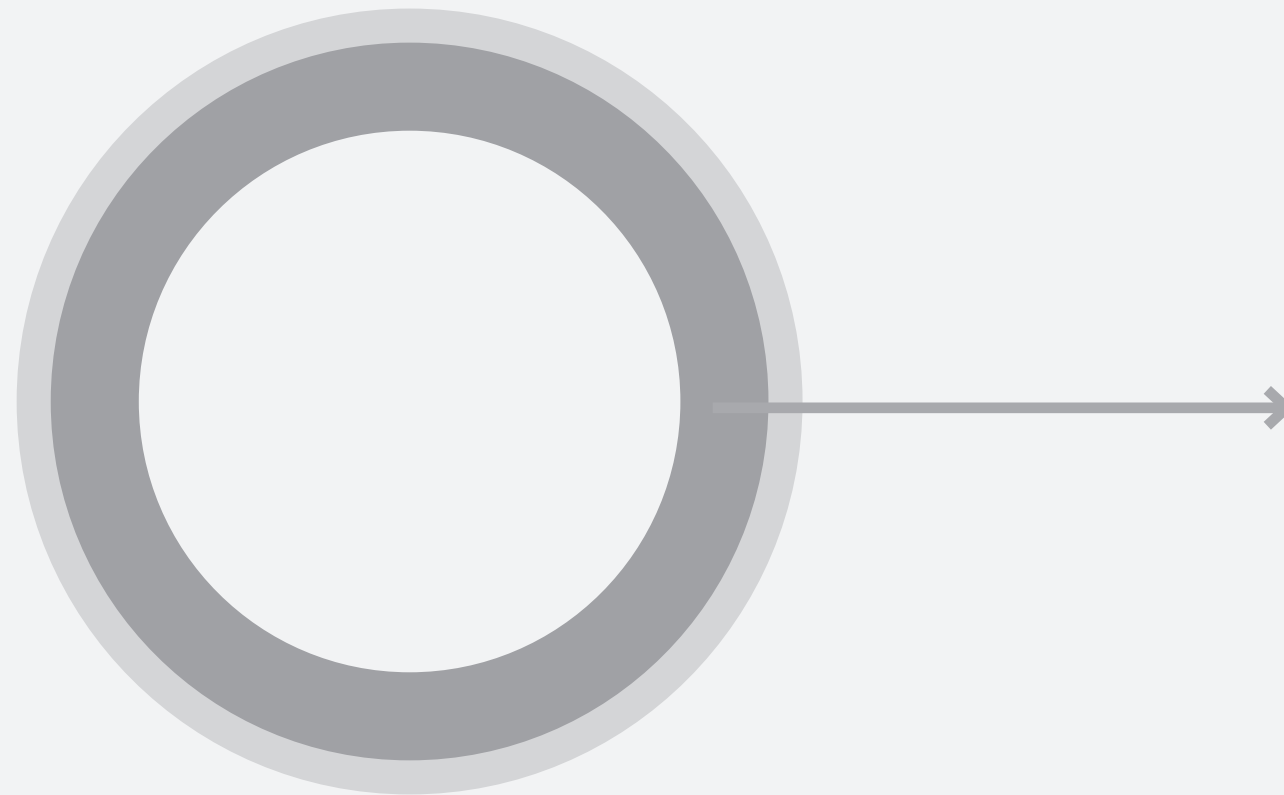
THE HOW

We work together with our customers to protect our environment and improve our health.

THE WHY

Because the world needs truth and data to protect and defend our environment and ourselves.

Suggestion slide?



THE HOW

We work together with our customers
to protect our environment and
improve our health.

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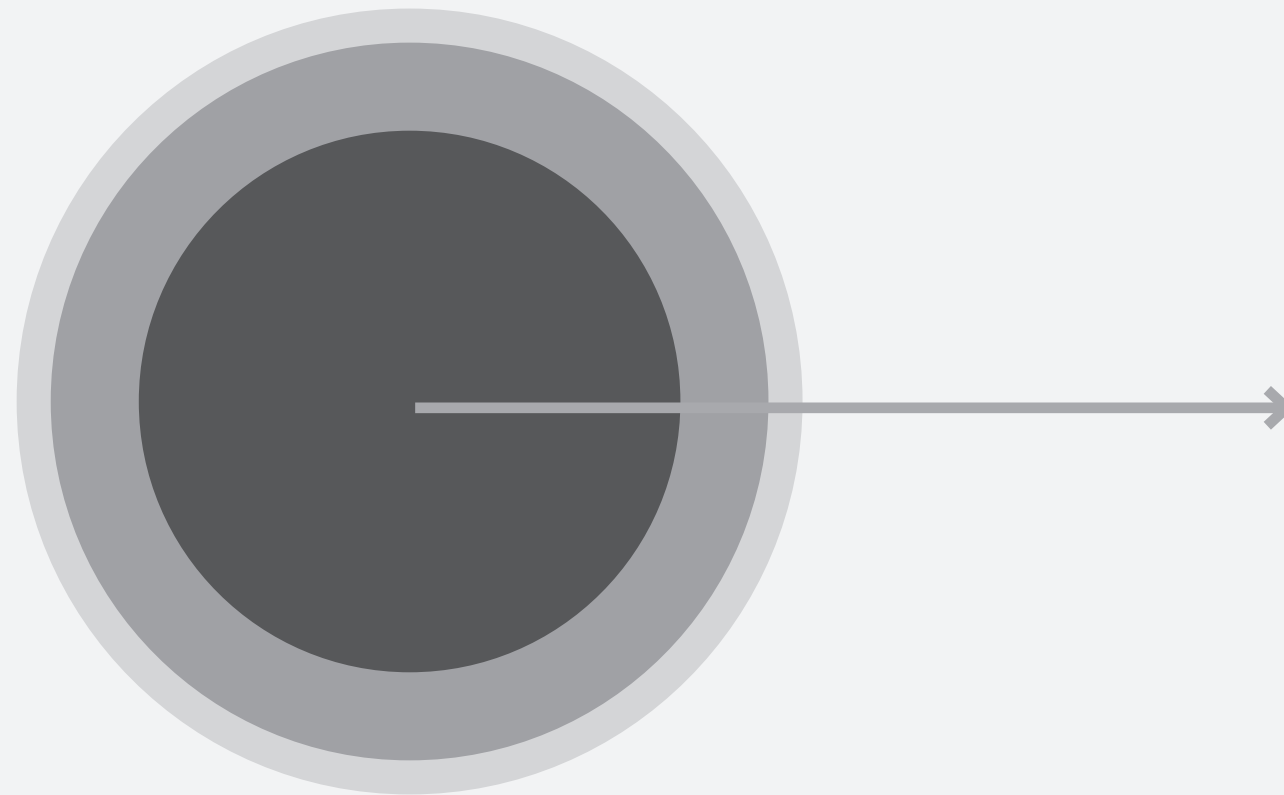
THE HOW

We work together with our customers
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THE WHY

Because the world needs truth and data
to protect and defend our environment
and ourselves.

Suggestion slide?



THE WHY

Because the world needs truth and data to protect and defend our environment and ourselves.

THE WHAT

Pace is the largest, commercial testing firm in the U.S. We are experts in advanced scientific solutions.

THE HOW

We work together with our customers to protect our environment and improve our health.

THE WHY

Because the world needs truth and data to protect and defend our environment and ourselves.

BRAND PURPOSE

We are inspired by our belief in the power of data through sound science. That it's only through uncovering the truth that we have the ability to protect our world.

BRAND IDENTITY

INSPIRED TO PROTECT

BRAND IDENTITY

INSPIRED TO PROTECT

INSPIRED

We do this because we believe in the power of information.
Our work makes the world better, and we take pride in that.
Finding truth through data is in our DNA

BRAND IDENTITY

INSPIRED **TO PROTECT**



PROTECT

We want to leave this world better than we found it.

We are an important line of defense

Without the right information, we can't defend our health or the planet

MESSAGING

BRAND BUILDING



MANIFESTO

When we started this company, we believed that data mattered.

Data is truth.

Truth is power.

And sound science is the root of it all.

40 years later, this is more true than ever.

Pace Analytical is not just committed to protect our people and our planet.

We're inspired.

Because we see what's possible when the right information is in the hands of the right people.

We're inspired to protect the environment.

Inspired to protect your health.

Inspired to protect your business.

We do it because finding truth right thing to do.

And you can trust us to do it the right way.

ENVIRONMENTAL SCIENCE

We are inspired to protect the environment.

Every test we run, every data point we gather tells us more about this place that we live.

So we continue to run tests and gather data.

And we protect our water, our air, our soil. We help recover from oil spills, natural disasters, water crises.

Because we’re inspired to leave this world better than we found it.

LIFE SCIENCE

We are inspired to protect your health.

Every test we run, every data point we gather tells us more about the medicines and devices that keep us well.

So we continue to run tests and gather data.

And we help relieve pain. To improve outcomes. To cure disease. To save a life.

Because we’re inspired to help take care of the people all around us for generations to come.

SCIENTIFIC PROFESSIONAL SERVICES

We are inspired to protect your business.

Every test we run, every data point we gather is meticulously performed.

Because we are professionals.

We’ve been trained to be the best. We operate with integrity, transparency and a commitment to the truth.

Because we’re inspired to be partners you can count on.

Suggestion slide?

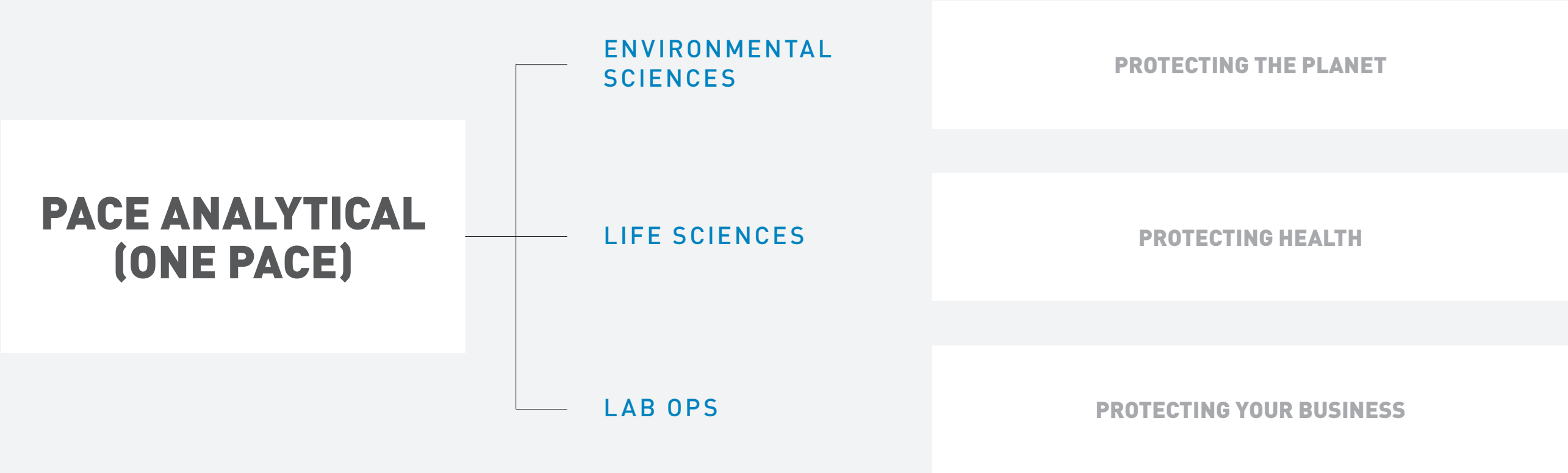
BRAND EXTENSION

Using these tools to build an “brand equity bridge” for acquisitions and new growth. Make the case for why a strong, consistent brand identity will make it easier to acquire and bring new businesses into the One Pace family.

EXAMPLE

How would they incorporate medical marijuana if it were rescheduled to allow for testing?

BRAND ARCHITECTURE



THANK YOU

BOLIN

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F 612 377 4226

E info@BolinMarketing.com

BOLIN

AUDIENCE MESSAGING

WATTS CORE AUDIENCES

FOUR DISTINCT AUDIENCES

**BUILDING
OWNER**

**BUILDING
MANAGER**

ENGINEER

**GENERAL
AUDIENCE**



MESSAGING

PRIMARY :

RETURN ON INVESTMENT. Flood damage is expensive. The ACME+ System works with your backflow preventer to provide a cost-effective solution to both water contamination and flooding caused by continuous backflow relief valve discharge.

HEADLINE

DAMAGE IS EXPENSIVE. PREVENTION ISN'T.
Just one inch of water can cause \$20,000 in damage. The ACME+ System works with your existing backflow preventer as a cost-effective safeguard against costly damage.

SECONDARY :

AVOID CATASTROPHE. You have a complex system of pipes channeling water throughout your building. Your backflow preventer protects this system when something goes wrong. In doing so, it can discharge water at a rate which could flood a 20x20x10 room in an hour. The ACME+ System lets your backflow preventer do its job while stopping the risk for flooding.

DISASTER AVERTED.
Catastrophic flood damage can happen in an instant. The ACME+ system supports your backflow preventer by stopping flooding before it starts.

TERTIARY :

GET PEACE OF MIND. The ACME+ System Multi-channel alert technology sends real-time notifications as soon as it detects an issue. You or your building manager will be alerted via phone call, text and email, so you'll never miss a warning.

FORGET ABOUT FLOODING.
The damage could be catastrophic, but you don't have to worry about it. The ACME+ System with Multi-Channel Alert gives you real time alerts if there's an issue with your water system.

BUILDING MANAGER

MESSAGING

PRIMARY :

THE VISION YOU NEED. The ACME+ system is a smart and seamless part of your operations management. It works with your backflow preventer to record real-time data for diagnostic analysis and maintenance planning. More importantly, it can take take action immediately when your backflow preventer activates relief valve discharge by giving you multi-channel alerts and shutting down the system.

SECONDARY :

EASY INSTALLATION. The ACME+ System is the only product on the market that can be easily retrofit to work with any backflow preventer. The ACME Sensor uses cellular data, which allows you to install the system anywhere within 100 feet of your backflow preventer.

TERTIARY :

RETURN ON INVESTMENT. When something goes wrong in your water system, your backflow preventer steps in. Unfortunately, just one inch of water from the relief valve can cause \$20,000 of damage. The ACME+ System is a cost-effective solution that removes this problem by protecting against potential flood damage.

HEADLINE

SEE IT COMING.

Know what you need to know the second you need to know it. The ACME+ system gives you real-time alerts to flooding issues and the data you need for diagnostics and maintenance.

UPGRADE WITH EASE.

The ACME+ System is the only smart technology that can fit any backflow preventer, making innovation easy.

ONE INCH OF WATER CAN COST \$20,000.

Let your backflow preventer do its job without incurring costly flood damage. The ACME+ System can take action the second your relief valve activates, putting a stop to flooding before it starts.

ENGINEER

MESSAGING

PRIMARY :

AVOID FUTURE PROPERTY DAMAGE. The ACME+ system is the latest innovation in for your water system. It allows your backflow preventer to do it’s job while preventing flooding from up to 800 gpm of relief valve discharge through real time alerts and automatic shut-off capabilities.

HEADLINE

PROTECT WHAT YOU BUILT.
Watts ACME+ supports your backflow preventer before pressure change or debris can become a catastrophe.

SECONDARY :

THE NEW STANDARD FOR PLUMBING. Smart technology and IoT-enabled products are not the future they are here. Clients expect real-time alerts and flood prevention provided by the Watts ACME+ system.

THE FUTURE IS HERE NOW.
Smart technology is the new standard for keeping your water system safe. Watts continues to innovate the backflow prevention process with the ACME+ system, proving the protection clients expect.

TERTIARY :

VALUE FOR CLIENTS. Watts ACME+ is a cost-effective safeguard against potential flood damage caused by water system issues. It also provides robust data for diagnostics and maintenance planning, allowing your clients the information they need to easily maintain their complex plumbing systems.

EXCEED SPECIFICATIONS.
Deliver more than they expect with Watts ACME+. It’s a cost-effective solution to flood damage which also provides the real-time data they need to maintain their plumbing system.

GENERAL
AUDIENCE

MESSAGING

PRIMARY :

PREVENT CATASTROPHIC DAMAGE. Water is powerful and your water system is complex. When we lose control of the system, disaster can strike. The ACME+ system provides you with real-time alerts and can take action to stop a problem before it starts.

HEADLINE

HARNESS THE POWER OF WATER.
Get in control with the ACME+ System featuring multi-channel alert.

SECONDARY :

RETURN ON INVESTMENT. Just one inch of water can cause \$20,000 worth of damage. The ACME+ System is a simple plug-and-play solution that will safeguard against costly damage. It can be retrofit to any existing backflow preventer, providing crucial support when your water system goes wrong.

FLOODING IS EXPENSIVE. THIS ISN'T.
Watts' ACME+ System is a simple solution to what could have been a costly catastrophe.

TERTIARY :

DESIGNED TO FIT YOUR NEEDS. The ACME+ System the only system that can be retrofitted to any backflow preventer, making it simple and cost-effective to work into your existing water system. The multi-channel alert system notifies you of issues via phone call, text and email. The cellular data transmission means you can install the system anywhere within 100 feet of your backflow preventer.

FLOOD PROTECTION THAT FITS.
Your water system is complex. The ACME+ System makes it simple by giving you the tools and information you need it, how you need it.

BRAND EXTENTION

WHAT
YOU OFFER

ATTRIBUTES “THE GIVE”

WHY
IT MATTERS

BENEFITS “THE GET”

TRUSTED TESTING

HOW
IT FEELS

PERSONALITY
TONE
VOICE
CHARCTER
EXPERIENCES

BRAND PROMISE
VALUE PROPOSITION

BRAND POSITION

BRAND STRUCTURE

The difference an organization is trying to make in the world. Its fundamental reason for being.

The fundamental “beliefs” of an organization; the cultural “glue” that holds it together.

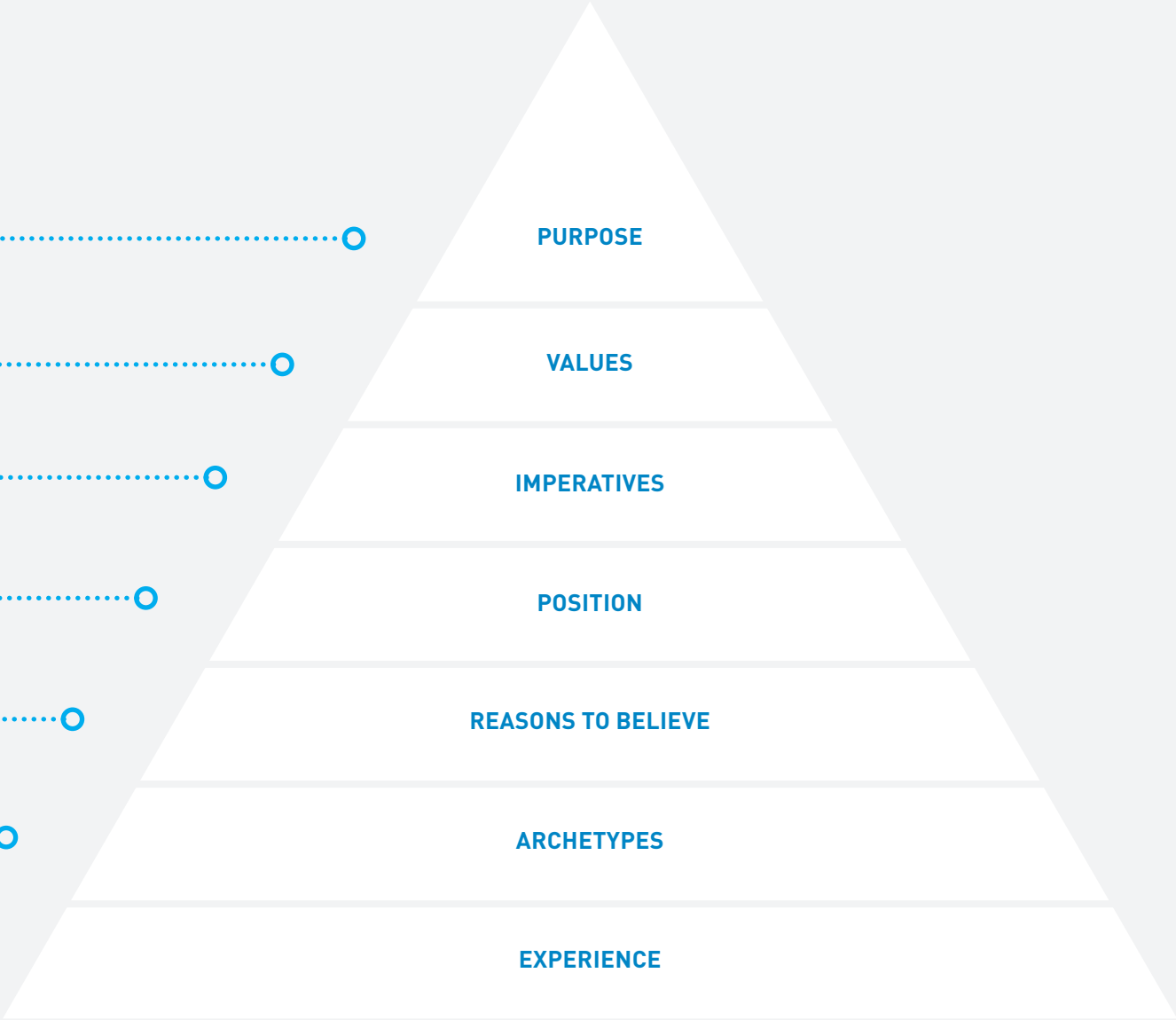
Business objectives, strategies, and goals. Defined rationally and emotionally.

A differentiated customer benefit; ultimately delivered to the target.

“Proof points” substantiating the customer benefit.

Collectively inherited unconscious ideas, patterns of thought, and representations universally present in individual psyches.

Human characteristics associated with the brand that define its interactions. How constituents feel when they engage with the organization in a personal, memorable way.



BRAND DESCRIPTOR

WE ARE A 3D PRINTING SOLUTIONS COMPANY

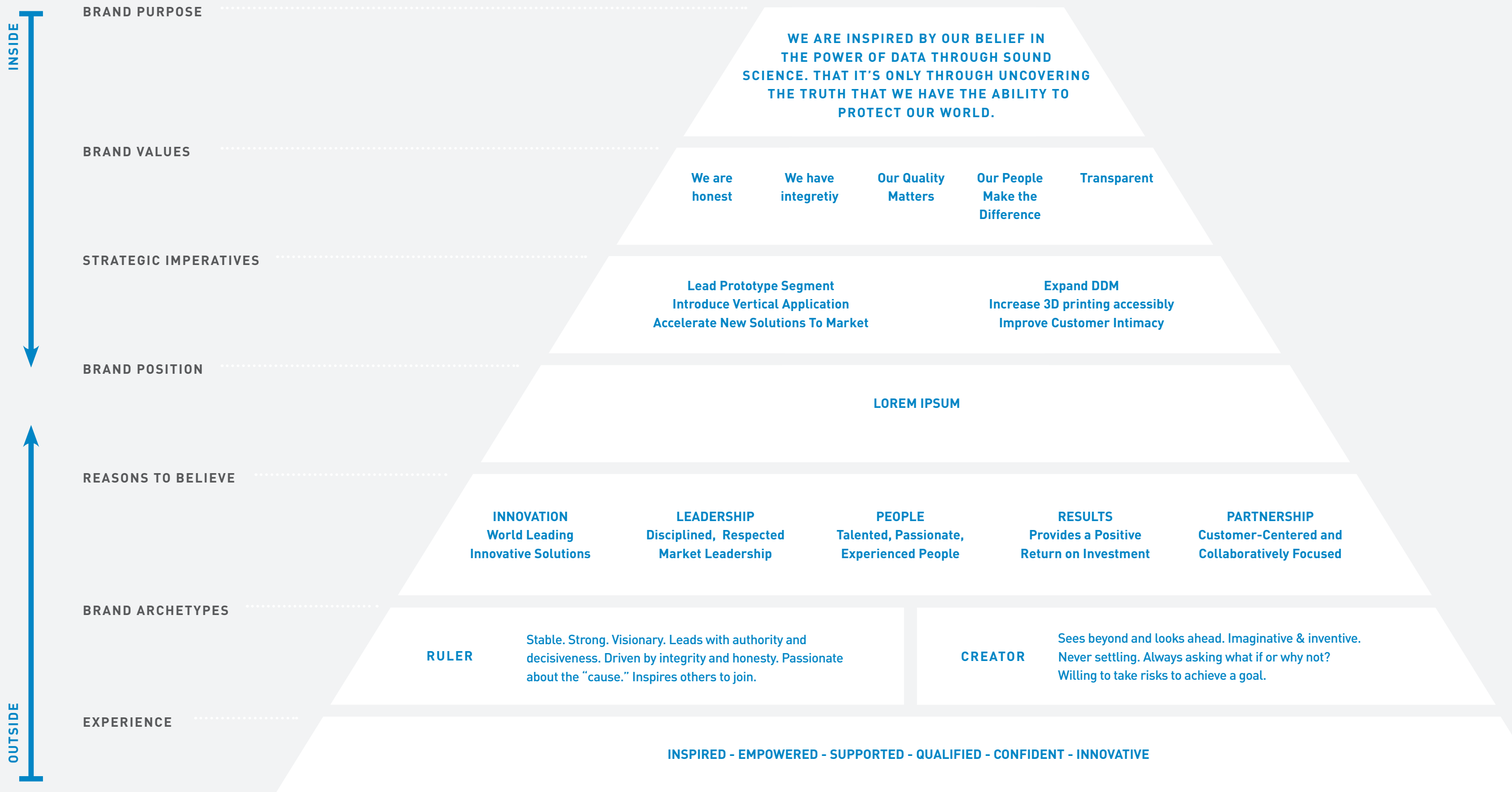
PRIMARY BRAND AUDIENCE

WHO HERE

Executives control budgets, strategy, and are held responsible for the big vision and discussions for the company, including capital purchases.

WHO HERE

Designers and Engineers need the tools to get their job done. They need a partner who can bring their ideas to life, either as parts or as systems.



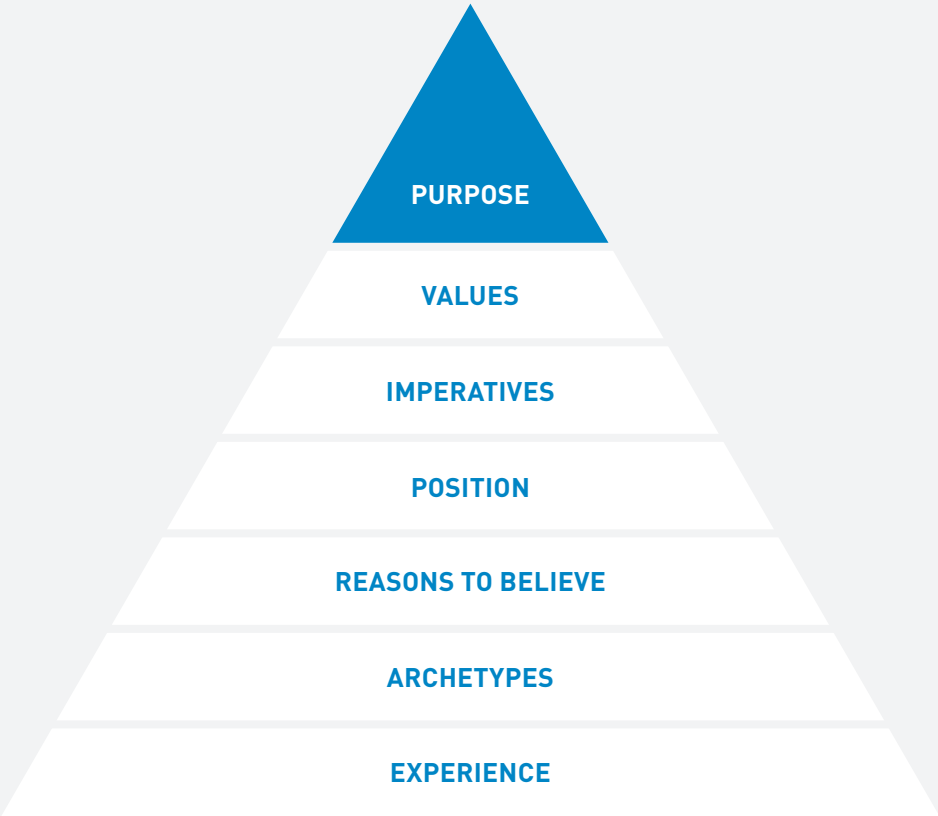
PACE MASTER BRAND PYRAMID

The difference an organization is trying to make in the world. Its fundamental reason for being.

MESSAGING

BRAND PURPOSE

njhnjk

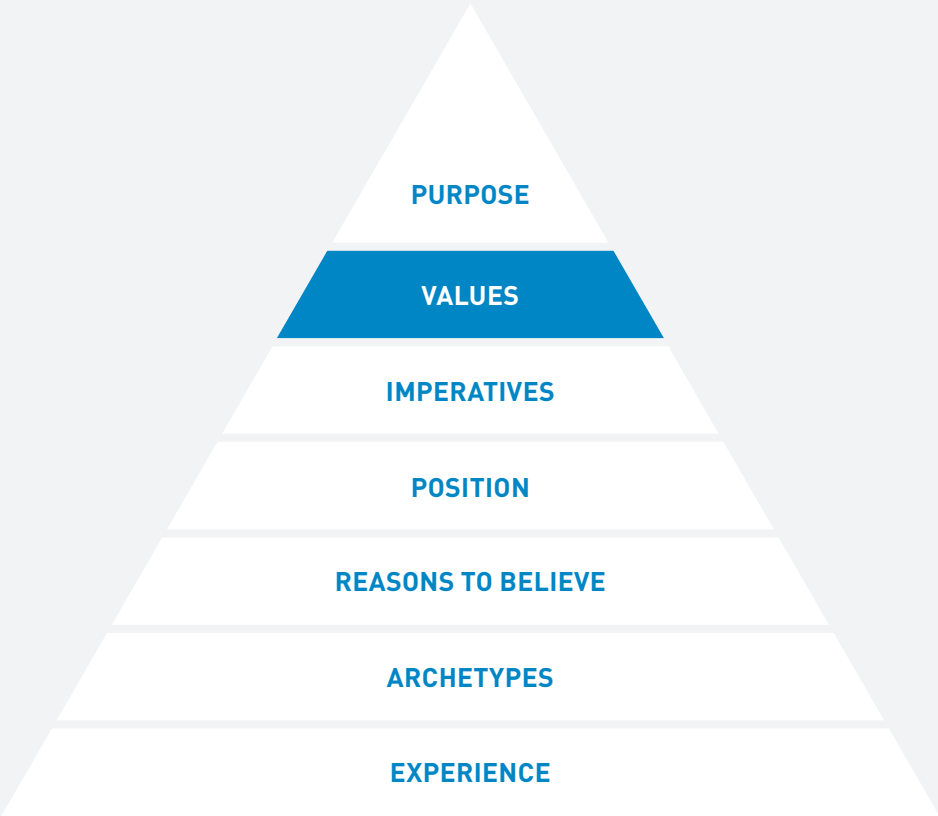


The fundamental “beliefs” of an organization;
the cultural “glue” that holds it together.

MESSAGING

BRAND VALUES

LOREM

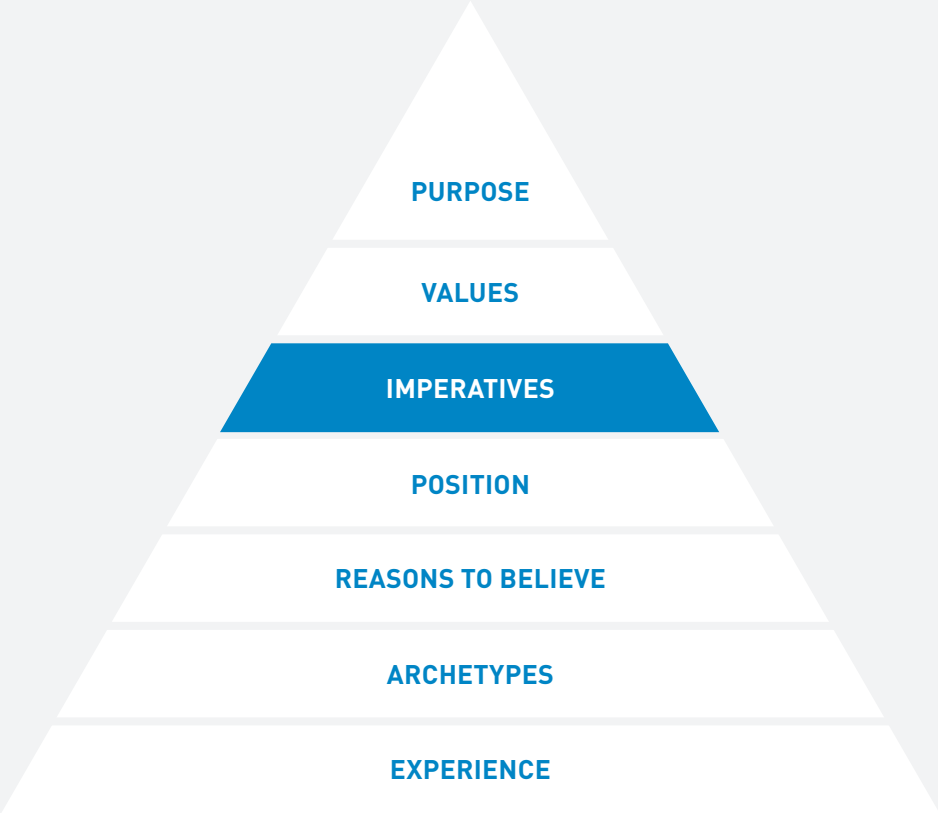


Business objectives, strategies, and goals.
Defined rationally and emotionally.

MESSAGING

BRAND IMPERATIVES

LEAD THE PROTOTYPING MARKET
EXPAND DIRECT DIGITAL MANUFACTURING
INTRODUCE NICHE VERTICAL APPLICATIONS
ACCELERATE NEW SOLUTIONS TO MARKET
INCREASE 3D PRINTING ACCESSIBILITY

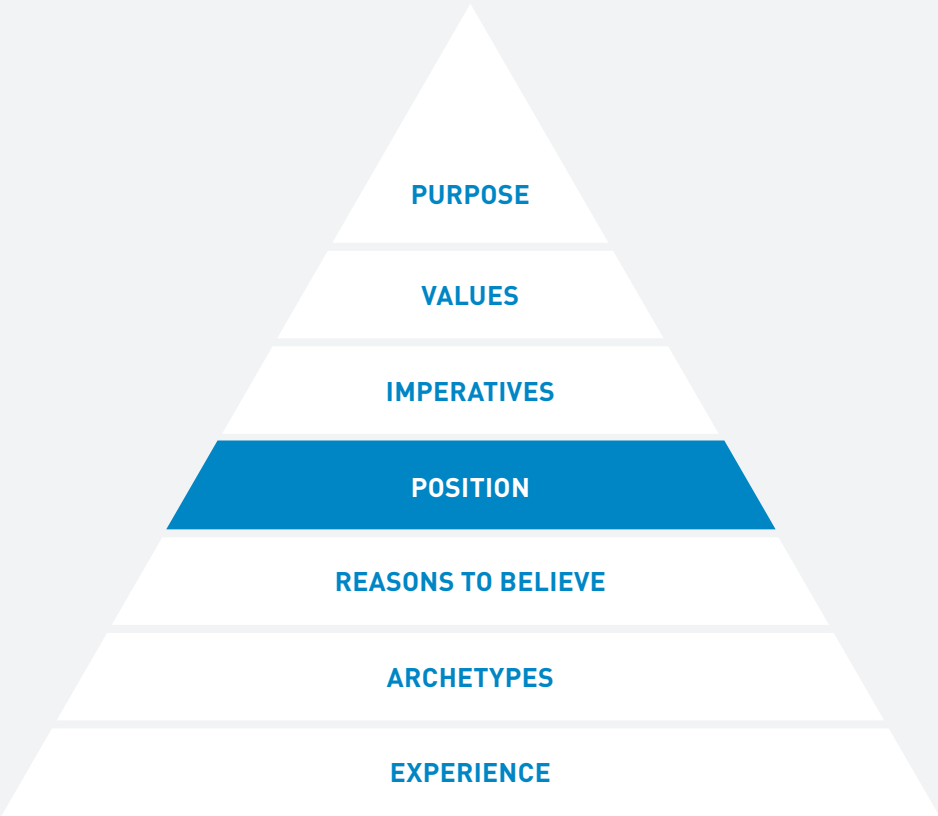


A differentiated customer benefit;
what ultimately is delivered to the target.

MESSAGING

BRAND POSITION

STRATASYS CUSTOMER SUPPORT
DELIVERS ON THE STRATEGIC
IMPERATIVE
OF IMPROVING CUSTOMER INTIMACY



The “proof points” that substantiate the customer benefit.

MESSAGING

REASONS TO BELIEVE

WE PROVIDE AN IMMEDIATE RESPONSE TO ALL SERVICE CALLS AND CONCERNS.

WE PROVIDE PROACTIVE SUPPORT, MAINTENANCE AND TRAINING.

OUR SERVICE OFFERING IS STANDARDIZED ACROSS THE ORGANIZATION; NO MATTER WHERE YOU ARE, YOU’LL RECEIVE THE SAME LEVEL OF SERVICE.

OUR SUPPORT ENGINEERS ARE THE BEST IN THE BUSINESS.

WE PROVIDE AN IMMEDIATE RESPONSE TO ALL SERVICE CALLS AND CONCERNS.

When a customer or reseller calls Stratasys Customer Support, we provide an immediate response; 80% of all service calls are answered within 30-seconds.

OUR SERVICE OFFERING IS STANDARDIZED ACROSS THE ORGANIZATION.

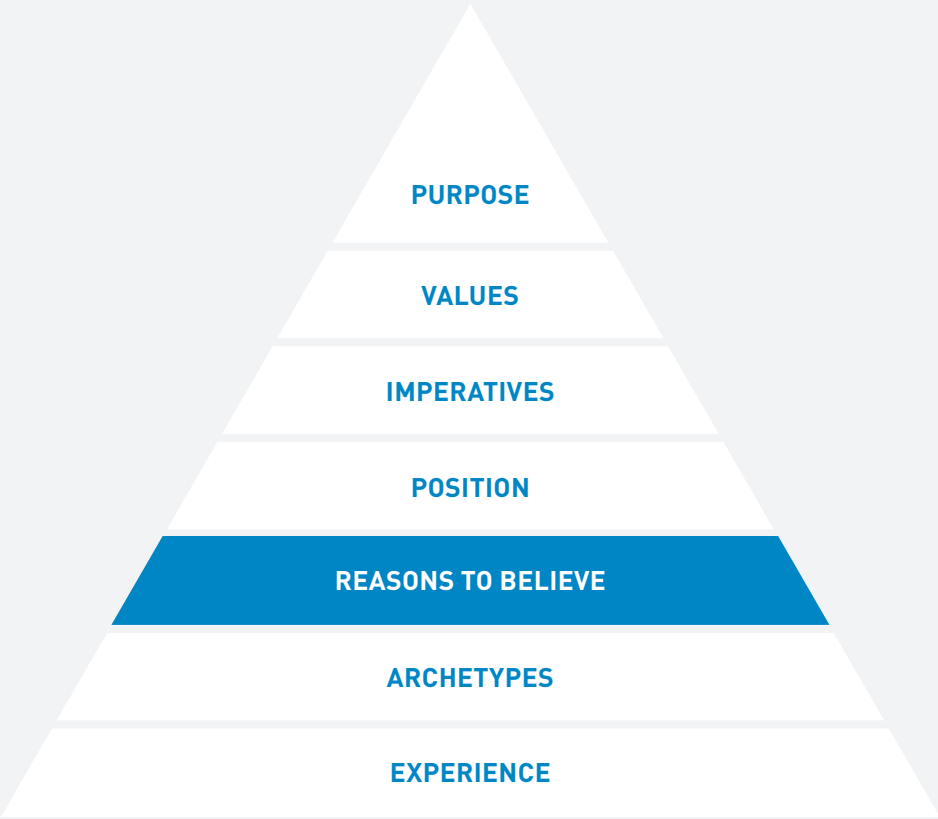
With 70,000 printers in rotation, Stratasys machines live all over the world. Whether you’re in the United States, Europe, or Asia, you’ll receive the same expert service—direct from Stratasys or from one of our trusted resellers.

WE PROVIDE PROACTIVE SUPPORT, MAINTENANCE AND TRAINING.

We don’t wait for a machine to breakdown to perform the necessary maintenance. We provide our customers with considered solutions before problems arise. And when your Support Engineer arrives onsite, he’ll have the tools and parts he needs to fix your machine on the spot.

OUR SUPPORT ENGINEERS ARE THE BEST IN THE BUSINESS.

We have an arsenal of more than 700 Stratasys-certified Support Engineers around the world, each trained by Stratasys to know our products inside and out. They also complete additional advanced training throughout the year to ensure they are always up to date on the most recent technology to deliver the

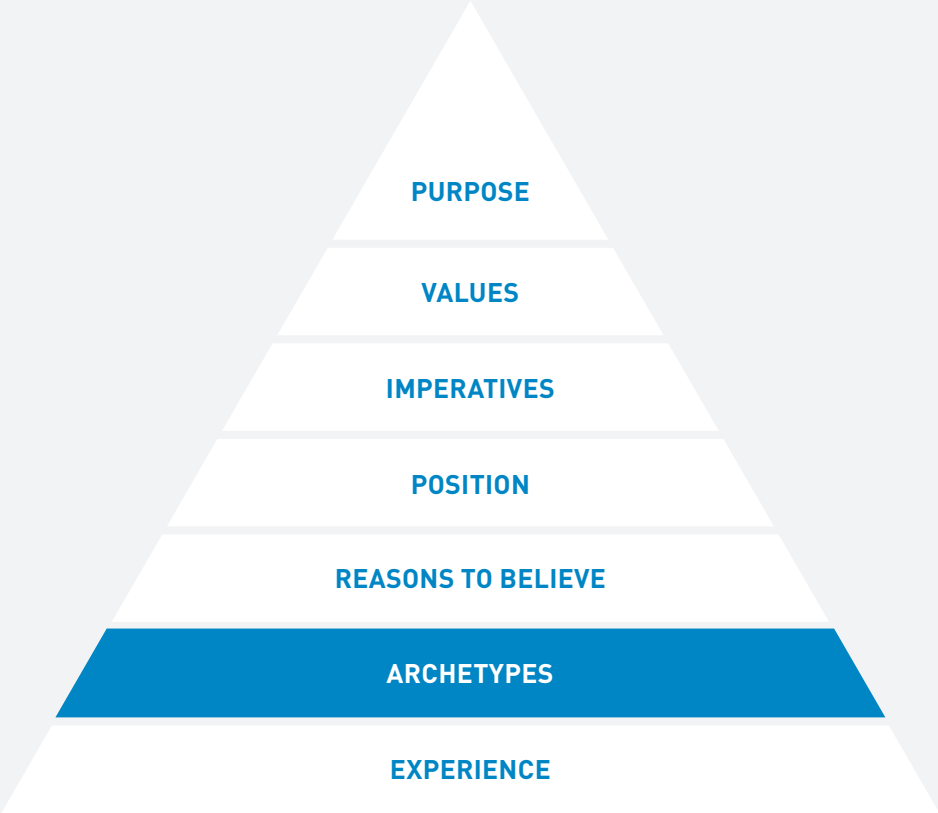


Archetypes are collectively inherited unconscious ideas, patterns of thought, images, and representations universally present in individual psyches.

MESSAGING

ARCHETYPES

creator: Sees beyond and looks ahead. Imaginative & inventive. Never settling. Always asking what if or why not? Willing to take risks to achieve a goal.



Set of human characteristics associated with the brand that define its interactions. How constituents feel when they engage with the organization in a personal, memorable way.

MESSAGING

EXPERIENCE

INSPIRED
EMPOWERED
SUPPORTED
PREPARED
QUALIFIED
CONFIDENT



BRAND NARRATIVE - LONG

We are the keepers of the machines.

At Stratasys Customer Support, it is our mission to ensure that all of our customers—including our reseller network and our end-users—get the utmost benefit from their Stratasys machines. We have an arsenal of more than 700 Stratasys-certified Support Engineers around the world, each trained by Stratasys to know our products inside and out—literally.

We act as advisors as well as technical support, delivering proactive solutions to increase machine uptime. When there is a problem, it is our job to resolve the issue immediately. We show up onsite, on-time and with all necessary parts. And because our Support Engineers are trained at the corporate level, our customers receive the same “wow-worthy” service no matter where they are—from Asia to North America and beyond.

We are the face of Stratasys, and we take pride in delivering exceptional service throughout the lifecycle of our customers’ machines.

BRAND NARRATIVE – MEDIUM

At Stratasys Customer Support, it is our mission to ensure that all of our customers—including our reseller network and our end-users—get the utmost benefit from their Stratasys machines. We act as advisors as well as technical support, delivering proactive solutions to increase machine uptime. When there is a problem, it is our job to resolve the issue immediately. We are the face of Stratasys, and we take pride in delivering exceptional service throughout the lifecycle of our customers' machines.

BRAND NARRATIVE - SHORT

Stratasys Customer Support is the face of Stratasys to the customer, tasked with delivering exceptional service and proactive solutions to increase machine uptime.