

BRAND awareness

3M MICROBIOLOGY - CASE STUDY

Turning Exhibit Space into a Showplace for 3M Microbiology

"Just wanted to say a big 'Thank You' for your work on the recent IAFP show. The post-show (survey) responses say our booth looked 'outstanding, fantastic, best in show.' One respondent who has been attending this show for 15 years says this is the best booth 3M Microbiology has ever had. I can't thank your team enough for all the hard work they put into our booth. The postcard and giveaways went well, too. Great job everyone!"

Sr. Marketing Communications Administrator
3M Microbiology
St. Paul, Minnesota

MVP Delivers Results

This trade show produced twice as many sales leads for 3M Microbiology as the previous year's show. Attendees rated the exhibit layout and promotional items "excellent."

We invite you to visit our website to review the results we've achieved for clients in many other industries. MVP looks forward to boosting your business through our award winning and integrated marketing communications services including: marketing and brand consulting, website development, and advertising and sales promotion.

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Scratch-Off Postcard Generates Show Traffic
To increase traffic to the 3M exhibit, MVP designed a scratch-off postcard, which attendees received in their registration bags along with a 3M Microbiology-branded lottery scratcher. Every card was a "winner" directing attendees to the 3M booth to claim their prizes.



3M Microbiology Visors and Grand Prize
IAFP attendees who completed the contact information on the back of their scratch-off card won a 3M Microbiology visor, perfect for keeping cool in the Orlando heat. Two lucky winners, drawn randomly, received Sony digital cameras.

3M Microbiology Partners with MVP for Trade Show Success

3M Microbiology designs, manufactures, and markets innovative testing and monitoring products for food and beverage processors around the world. Following its acquisition of Biotrace International, 3M Microbiology expanded its product line to include hygiene monitoring and microbiological testing equipment. 3M chose MVP to showcase its new products in Orlando, Florida at the industry's largest trade show.

First, MVP conceived a compelling 3M sales theme for the annual meeting of the International Association of Food Processors (IAFP): "The Best Way to Predict the Future is to Create It." To reinforce 3M Microbiology's image as an industry leader committed to the future of food safety, MVP then crafted an array of effective pre-show promotional materials and eye-catching graphics for the 3M Microbiology exhibit.

Discover the many ways in which MVP delivers exceptional marketing communications and builds brand awareness for exceptional clients.

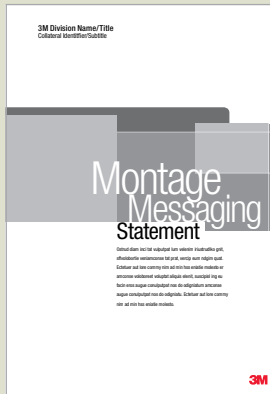


Launching New Products and New Standards

When 3M Microbiology acquired one of its competitors, Biotrace International, it also undertook the challenge of integrating over a thousand Biotrace products into its own product line. To that end, MVP worked closely with 3M Microbiology's marketing team to increase awareness of the company's existing products and generate awareness for its newly-acquired Tecra™ and Clean-Trace™ brands.

Using key colors, images, and messaging, MVP not only developed communication materials that emphasized 3M Microbiology's dedication to making the most reliable testing products in the industry, but produced more qualified leads for the sales team.

Simultaneous with the Biotrace acquisition, 3M Corporate launched new identity standards to portray the 3M brand consistently through all marketing communications. MVP worked with the new guidelines and design montage to satisfy corporate needs and divisional requirements. Record exhibit traffic and numerous customer accolades attest to this trade show's success.

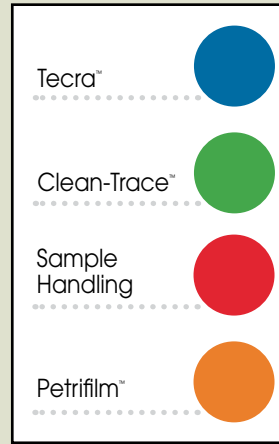


Communication Consistent With 3M Standards

The design system and color palette conform to 3M's corporate identity guidelines for maximum marketing impact.

Trade Show Color Scheme

Bold colors identify and differentiate each 3M Microbiology product line.



ABCDabcd...
 ABCDabcd...
 ABCDabcd...
 ABCDabcd...

HELVETICA NEUE FAMILY
 The sans-serif font conveys a modern and professional look.

Trade Show Exhibit

The booth, located inside the main entrance of the exhibit hall, earned rave reviews from show visitors.



Pre-Show Advertising

MVP applied the new 3M corporate identity standards to its ad for the popular 3M™ Petrifilm™ Plates, employing images and text that highlighted product features and reinforced 3M Microbiology's reputation as an industry leader.



Trade Show Exhibit Graphics

MVP utilized the 3M corporate identity standards and included key messaging from each brand's value proposition in its graphics for 3M™ Clean-Trace™, 3M™ Petrifilm™, 3M™ Tecra™, and 3M™ Sample Handling Products.

