

# 3M™ Drive-Thru Communications Brand Platform



# 3M™ Drive Thru Communications Brand Platform

## BRAND POSITION STATEMENT

“For QSR managers and owners who must make business decisions about their Drive-Thru Communication Systems, 3M brings together an unmatched combination – Of industry – leading technology, time-sensitive support and attentive service – in the 3M™Wireless Communication System, Model XT-1, helping you eliminate unnecessary frustrations and expensive downtimes.

Unlike the competitors, 3M deeply understands the QSR business and had the largest network of authorized Dealers”.

**For Whom?** For QSR managers and owners

**What do they care about?** Must make business decisions about their Drive-Thru Communication systems

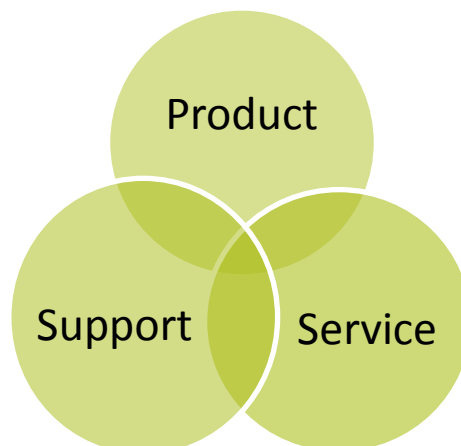
**What you bring?** 3M brings together an unmatched combination – Of industry –leading technology, time-sensitive support and attentive service – in the 3M™Wireless Communication System, Model XT-1

**To what benefit?** Helping you eliminate unnecessary frustrations and expensive downtimes

**What is the differentiation?** Unlike the competitors, 3M deeply understands the QSR business and had the largest network of authorized dealers.

**Note :** The Brand position statement define how you'll differentiate your offering and create value for your customer and are utilized to drive external marketing efforts.

## BUSINESS BENEFIT



**Note :** The Business benefits defines the 3 main categories of the business.



# 3M™ Drive-Thru Communications Brand Platform

## BRAND PROOF POINTS

The Brand proof points are the reasons that customers should believe that the brand delivers the benefits that it promises to deliver. These platform can include features, functional , rational and emotional benefits.

### Features-- **What is provided?**

- Digital wireless communication system
- Accessories and replacement parts
- Service agreement
- Dealer support network

### Rational-- **What that means?**

- Increase productivity
- Customer satisfaction
- Smooth operations

### Functional-- **What I get ?**

- Advance sound clarity
- Noise reduction
- Ease of maintenance
- Durability

### Emotional-- **What I feel?**

- Relieved
- Peace of mind
- Confident
- On top of things

Note : The product proof points solidify the links between the brand position, features and benefits.

## BRAND PERSONALITY

### Results –Oriented

- Optimistic
- Knowing
- Forward-thinking

### Responsive

- Sharing
- Helpful
- Engaging

### Solid

- Confident
- Steady
- Committed

Note : The Brand personality describes the brand in terms of human characteristics. It helps to bring to life the look, feel and overall voice of a brand. Increase brand engagement and attachment with the customer.



# 3M™ Drive-Thru Communications Brand Platform

## BRAND IDENTITY

### BRAND PROMISE

Tag Line **CLEARLY, THE SOUND DECISION.**

**Note :** The Brand promise is a short, memorable phrase that is a natural outgrowth of the positioning and designed to differentiate from competition, express the personality of the brand, and add consistency to the overall marketing program.



### PRIMARY COLOR PALLET



**GREEN**  
PMS: 390 CP  
CMYK: 27 / 0 / 100 / 3  
RGB: 191 / 210 / 43



**GRAY**  
PMS: Cool Gray 10 CP  
CMYK: 40 / 30 / 20 / 66  
RGB: 71 / 76 / 85

### KEY MESSAGES

**“Digital Clarity, Proven Reliability”**

**“A Complete Solution, A Total Commitment”**

**“Perfecting Communications, Growing your business”**

#### **Build your business on the best**

3M™ Wireless Communication System, Model XT-1 is the only system engineered with your in mind – Base on 20 plus years of QSR experience, it has truly been designed from the inside out. Helping you work faster, better and smarter, it amounts to a great investment for your business.

#### **Bringing you an unmatched combination**

It goes out without saying that the success of your Drive-Thru critically impacts your bottom line. That is why 3M brings you an industry-leading system, combined with the largest support network and comprehensive service plan, to keep you and running smoothly.



# 3M™ Drive-Thru Communications Brand Platform

## KEY MESSAGES



Digital clarity, proven reliability



“A Complete Solution, A Total Commitment”



“Perfecting Communications, Growing your business”



Building and Commercial  
Services Division  
3M Center, Building 223-2N-21  
St. Paul, MN 55144-1000  
USA  
[www.3M.com/XT1](http://www.3M.com/XT1)

3M is a trademark of 3M. Used under license in Canada  
Please recycle. Printed in USA. © 3M 2013. All rights reserved.  
70-XXXX-XXXX-X