



Customer Success Story

3M Selects EMG Marketing Group to Create New National Product Marketing Plan

3M, World leader in providing innovative solutions to effectively manage power, voice, video, and data networks.

The Opportunity

3M required an aggressive marketing strategy on how to launch new products and a sales plan and recommendations on the optimum means of promoting existing products.

The question 3M had was, how to quickly and effectively collect the most accurate market intelligence and transform this into a functional product roadmap and marketing strategy.

The Solution

3M selected EMG Marketing Group to design a market research project and 'go-to-market' strategy for 3M's new and existing products.

The market research project examined:

- **Competition** - Industry leaders, competitive landscape, market share
- **Products** - Pricing, packaging, alternatives, purchasing influences
- **Customers** - Purchase influences, buying decisions, product needs
- **Market** - Segments, market size, market growth, market preference
- **Channels** - Product flow, channel needs, how to work with channels

The Result

EMG Marketing Group designed 3M a Marketing Plan complete with an optimum, integrated mix of cost-effective, measurable, product and service promotional strategies.

The strategic initiatives contained in the EMG designed plan focused on long-term, sustainable market and product sales growth for 3M products. The strategic initiatives designed by EMG continue to accelerate market growth, product awareness, and increased demand for 3M products.



- The EMG designed Market Research Project & Marketing Plan

Leading Through 3M Innovation

"This was the best marketing money we have spent in years.

The 3M market research was exceptional and offered us great insight into our market and our customers.

The programs and market recommendations have allowed 3M to accelerate market growth, product awareness, and market demand for our 3M products. "

- Darryl Torhjem, Market Manager, 3M Canada.