

3M Marketing Integration

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Background

- ▶ 3M was founded in 1902 as a Corundum mine (mineral to make sandpaper), and is now a multi-industry conglomerate
 - ▶ Healthcare products, consumer goods & worker safety
- ▶ Headquartered in Saint Paul, Minnesota
- ▶ There are more than 60,000 3M products, with one-third of the sales coming from products produced in the last five years
- ▶ 3M sells its products in more than 200 countries, with corporate operations in 70



Company Overview

- ▶ **Competitors:** Autoliv, Owens Corning, Avery Dennison, Corning, Office Depot
- ▶ **2020 Gross Revenue:** \$32,200,000,000
- ▶ **2020 Media Spend:**

Type	2018	2019	2020
Print	\$2,667,643	\$3,637,047	\$2,452,411
Digital	\$2,481,673	\$2,178,951	\$1,501,489
Broadcast	\$30,601,212	\$42,726,925	\$39,364,795
Out of Home	\$21,250	\$745,974	\$38,066
Radio	\$423,010	\$157,424	\$81,105
Total	\$36,194,788	\$49,446,321	\$43,437,866

Source: Winmo



3M 2020 Upfront Internal Spending

Network	Brand	Spending
Cooking Channel	Command	\$130,023
Food Network	Command	\$1,403,771
DIY	Command	\$242,155
HGTV	Command	\$2,512,460
Investigation Discovery	Command	\$901,090
TLC	Command	\$1,191, 910
Travel Channel	Command	\$229,877
	Total:	\$6,611,286

3M 2020 Scatter Internal Spending



Network	Brands	Quarters	Total SC Spend
Animal Planet	Command	1 Q'20, 2Q'20, 3Q,20	\$399,760
DIY	Filtrete	2Q'20	\$51,758
Discovery Channel	Corporate	2Q'20, 4Q'20	\$763,200
Food Network	Command, Corporate, Scotch Painter's Tape, Filtrete	1 Q'20, 2Q'20, 3Q'20, 4Q'20	\$1,501,848
HGTV	Command, Corporate, Scotch Painter's Tape, Filtrete	2Q'20, 3Q'20	\$1,666,405
OWN	Command, Corporate	1 Q'21, 2Q'20	\$450,372
TLC	Command, Scotch Painter's Tape	2Q'20, 3Q'20	\$566,716
Travel Channel	Corporate	1 Q'20, 2Q'20	\$248,000
Total:			\$5,648,059



FiltreteTM

MAKE EVERY BREATH COUNT

Relevance

- ▶ More than 110,000 restaurants nationwide had to close their doors in 2020
 - ▶ 72% of the Restaurants closed for good
- ▶ With the fall out from Covid-19, Restaurants are taking more precautions than ever to safely host guests
- ▶ CDC recommends improving ventilation systems, with updated and appropriate filters and equipment

Restaurant Impossible: 3M Integration

3M





Research Request

Food Network - Restaurant Impossible P25-54 Info

Source: Nielsen AMRLD & ACM-MIT via Lake 5; Viewing: C3. Restaurant Impossible: 3/11/21-4/29/21, Thu/9-10p, premieres.

P25-54	Restaurant Impossible
Median HH Income	\$83,200
% Male Skew	45%
% Female Skew	55%
HoH Education = College Graduate % Comp	38%
HoH Education = Some College or College Graduate % Comp	74%
HoH Occupation = Professional or Managerial % Comp	41%
HoH Origin = Hisp % Comp	9%
HoH Race = Black % Comp	10%
HoH Race = White % Comp	72%
HoH Race = Other % Comp	17%
Asian Household Indicator = Yes % Comp	10%
Home Ownership Status Code = Owner % Comp	73%
Household Income Ranges = Household Income \$125,000 or more % Comp	38%
Household Income Ranges = Household Income \$100,000 or more % Comp	45%
Household Income Ranges = Household Income \$75,000 or more % Comp	67%
Household Size Code = 4+ Person Household % Comp	33%
Presence of Children = Yes % Comp	45%
Pet Indicator = Cat Only or Dog Only or Cat & DOG % Comp	67%
County Size Code = A or B county % Comp	72%
County Size Code = C or D county % Comp	28%

Advertising: Television

- ▶ Episode Integration
 - ▶ When Robert Irvine demos a Restaurant that closed during the Covid crisis, filtration is added in renovation
- ▶ Commercial airings
 - ▶ 2x30s spot placement in Integration episode
 - ▶ 3x30s AEIPs leading up to Integrated episode
- ▶ Short form content: airs across Linear after the integration airs

Digital: After the Integration

- ▶ Integration is cut down into short form content and airs across Discovery+, Discovery GO & VOD
- ▶ Limited commercial interruption on Discovery+ for all Restaurant Impossible units airing in one week
 - ▶ 2x30s airings with two different creatives
- ▶ “Portable Integration”
 - ▶ Social Video: Branded Content
 - ▶ “Inspired by Restaurant Impossible....”

Sources

- ▶ https://www.3m.com/3M/en_US/company-us/about-3m/history/
- ▶ <https://www.comparably.com/companies/3m/competitors>
- ▶ <https://investors.3m.com/news/news-details/2021/3M-Reports-Fourth-Quarter-and-Full-Year-2020-Results-Provides-Full-Year-2021-Guidance/default.aspx#:~:text=Full%2Dyear%202020%20sales%20grew,per cent%20year%2Don%2Dyear>
- ▶ <https://fortune.com/2021/01/26/restaurants-bars-closed-2020-jobs-lost-how-many-have-closed-us-covid-pandemic-stimulus-unemployment/>
- ▶ <https://www.cdc.gov/coronavirus/2019-ncov/community/organizations/business-employers/bars-restaurants.html>