

3M Launches New Brand Campaign that Demonstrates How Innovation and Action Improves Lives

Positive impact through inventor stories highlighted in new series of TV ads starting during Game 1 of the 2019 World Series

ST. PAUL, Minn.--([BUSINESS WIRE](#))--3M launched today *Improving Lives* – an integrated nationwide 3M Company brand campaign across multiple communication channels. *Improving Lives* tells the stories of science and innovation through the lens of its inventors to emphasize how and why 3M scientists are passionate to create solutions that are meaningful and make people’s lives better.

Improving Lives will be unveiled on broadcast TV with the first in a series of high-profile advertisements airing to millions of people during the first World Series game tonight on FOX. 3M will also reach a broad audience via targeted digital and social media advertising. Viewers can see all the campaign ads at [3M.com/improvinglives](https://www.3m.com/improvinglives).

The campaign underscores 3M’s commitment to advance and expand its purpose-driven strategy to tackle problems, big and small, in pursuit of its vision to improve every life.

“We are letting the world know who we are and why we do what we do every day,” said Eric Quint, 3M vice president, chief brand and design officer. “3M employees are motivated to find solutions that connect with customers and make a meaningful, positive impact in the world around us. In our new brand campaign, we are excited to invite everyone to see the people behind the science, and how we are making a difference. Sharing real life stories of our scientists represents the heritage of 3M and leverages the strength of the brand across each of our businesses to inspire people.”

Eighty-seven percent of the world believes [we need science to solve the world’s greatest challenges](#).

The *Improving Lives* campaign showcases the many ways that 3M scientists collaborate to solve the toughest problems – so that workers can breathe easier, cars and homes are made smarter, more efficient and safer, and a child can experience the power of a handwritten Post-it® Note on her lunchbox.

“With creativity and a shared purpose, no problem is unsolvable,” said Michael Stroik, director for 3Mgives, which aims to improve lives through social investment and engagement. “3M employees around the globe use their skills, know-how and energy to strengthen the communities where we live and work every day. We build sustainable capacity through social investments and the avid volunteerism of 3Mers worldwide.”

The campaign builds on the *3M Science. Applied to Life.*™ brand platform launched in 2015. The *Improving Lives* campaign is launching initially in the U.S. and will extend globally.

For more information, visit www.3m.com or [3Mgives](#), follow @3M on Twitter or join the conversation with #improvinglives.

About 3M

At 3M, we apply science in collaborative ways to improve lives daily. With \$33 billion in sales, our 93,000 employees connect with customers all around the world. Learn more about 3M’s creative solutions to the world’s problems at [www.3M.com](https://www.3m.com) or on Twitter @3M or @3MNews.

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M's Improving Lives campaign showcases how 3M's collaborative scientific community creates meaningful solutions that make life better. (Photo Credit: 3M)

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M's Improving Lives campaign showcases how 3M's collaborative scientific community creates meaningful solutions that make life better. (Photo Credit: 3M)

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M's Improving Lives campaign showcases how 3M's collaborative scientific community creates meaningful solutions that make life better. (Photo Credit: 3M)


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