New brand campaign demonstrates how innovation and action improves lives

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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.

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.

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All Other Multimedia:

SCIENTIFIC JOURNEY 5.png (16.51 MB)

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