

My name's Clint and I've been building brands for more than a decade. As Vive's Director of Brand Marketing, I orchestrate communications and creative direction across our entire client portfolio, developing brand identities from the ground up and serving as the trusted "final eye" on all deliverables.

A graduate of the University of Wisconsin-Madison, Ienjoy spending time with my family and being an owner of the Green Bay Packers.



Today's Topics

- 1. Breaking things down to the basics: What makes a "good" brand?
- 2. Looking the part without getting lost in the shuffle
- 3. How to highlight your company's best attributes
 - a) Logo development
 - b) Advertising strategies
 - c) Website builds
 - d) Social media tactics
 - e) Utilizing AI



What Makes a "Good" Brand?

Breaking things down to the basics.



The best brands are distinct...

Your brand should be a unique style and presence that immediately identifies your attitude and is memorable.

While it's necessary to look the part and fit with your industry, there's a fine line between fitting in and getting lost in the shuffle.

and adaptable.

In today's world it's more important than ever for brand identities to be versatile and flexible.



Looking the Part

Without getting lost in the shuffle.



Look to make a splash, but...

If you want to make waves with your brand (and not everyone does), a rebrand or refresh is your prime opportunity to do so.

Few things are as powerful as first impressions.

Leave room for growth.

Your goal should be to make your brand as versatile as possible.



Logo Development

How to highlight your company's best attributes.



Trust the process...

You need to know what's already out there in the marketplace. This probably means hours of intensive research to identify a unique direction as well as existing patterns to stay away from.

Let's look at the current landscape of our industry...









































































Release Innovation™





































Turn To The Industry Experts



















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Brand Standards Guide

How to highlight your company's best attributes.





Advertising Strategies

How to highlight your company's best attributes.



Let's flip through the latest edition of Plastics Business magazine...







Project Showcase: Bamberger Polymers

The inspiration for this concept came from perhaps the most famous cooking catchphrase of all time.

This photo shoot was a labor of love...lots of wrist flips and even more rug burns from picking up those little resin pellets. After a couple dozen attempts, we finally nailed that perfect winning shot.

Outtakes were aplenty, and the post-production work was a process to say the least.







Project Showcase: Conventus Polymers

What started as an advertising campaign quickly snowballed into a cornerstone piece of the Conventus brand.

INSPIRATION, clockwise from top left:

A) Close-up of the flick of a Bic. B) The source image for our composite. C) Nothing beats a little alliteration. D) Matching shapes was key.











Project Showcase:

Conventus Polymers

Conventus has a tagline that begs to be explored:
Beyond Polymers. Maybe it's the Millennial in me,
but when I hear "beyond," I think Buzz Lightyear.
That was our initial inspiration to look at the globe.

Mimicking the look of their website, the orange and black color palette works well for Conventus, especially when it comes to highlighting their global impact. When they opened a new sales office in Singapore, the time felt right to advertise how they cater to industries all over the world.









Project Showcase: PolySource

Vive teamed with PolySource to develop

"The Fixers," an advertising campaign that
blossomed into a major aspect of this
worldwide resin distributor's brand identity –
trickling into their website, videos,
photography, multiple ad campaigns, social
media, e-blasts, print materials, and just
about any other medium you can think of.

















Whenever manufacturers are in need of a better resin buying experience, they know they can count on **The Fixers** at PolySource.

STEP INTO OUR CORNER AT

POLYSOURCE.NET









Project Showcase: PurgexTM

Inspiration comes in many forms. In this case, the spark came from a line of thinking that involved Godzilla and the GEICO Gecko.

INSPIRATION, clockwise from top left:

A) The classic bat signal. B) Crouching hero, hidden bat? C) Onomatopoeia at its finest. D) A worm's-eye view of the big city.





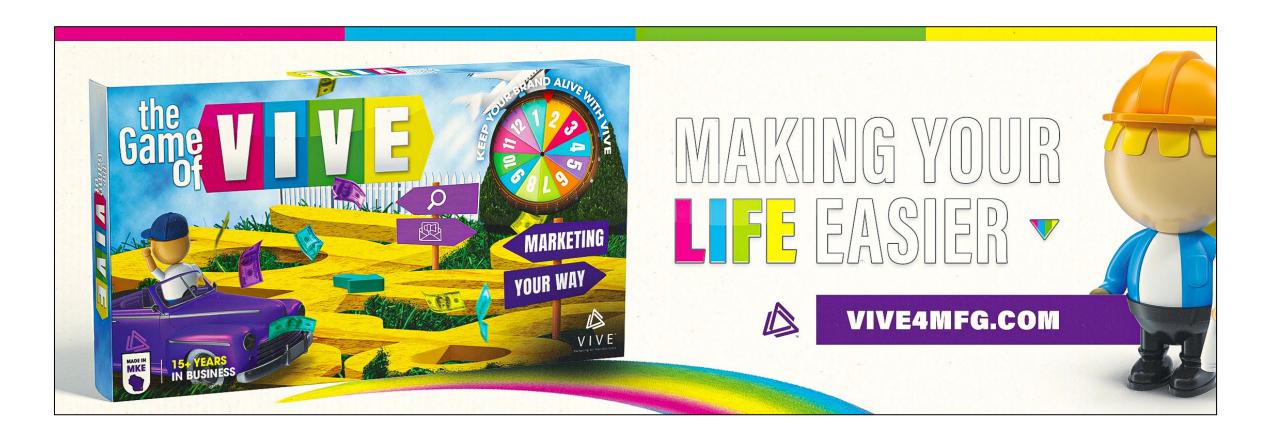








Project Showcase: Vive - LIFE





Project Showcase: Vive – Guess Who?









Project Showcase: Vive - Connect 4









Project Showcase: Vive - Jenga



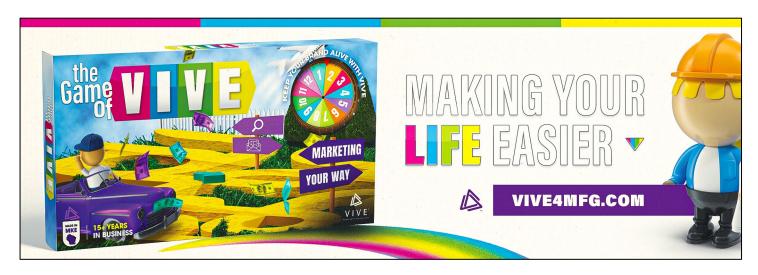






Project Showcase: Vive Marketing











Website Builds

How to highlight your company's best attributes.



Conventus Polymers



Old above the fold (above). Old full homepage (right).





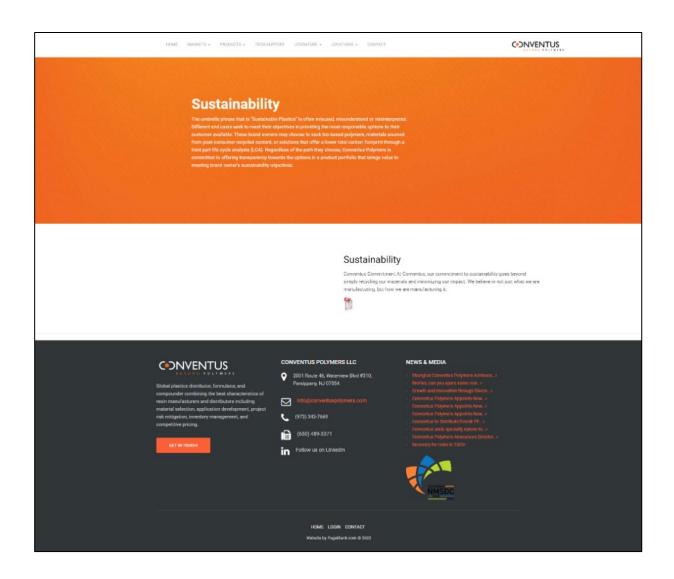
Conventus Polymers



New above the fold (above). New full homepage (right).



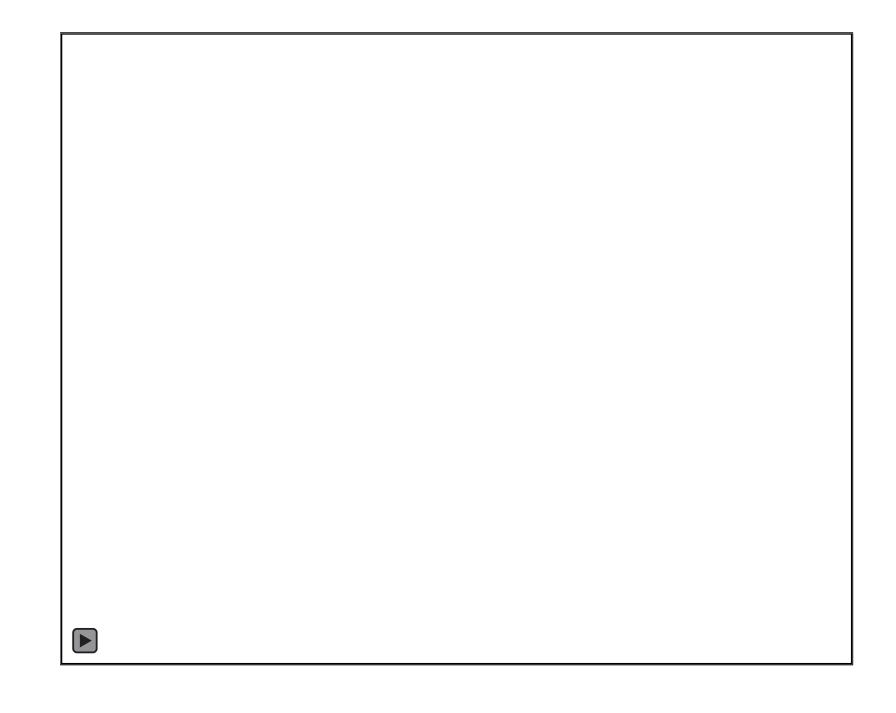




Old "Sustainability" page (above). New version (right).

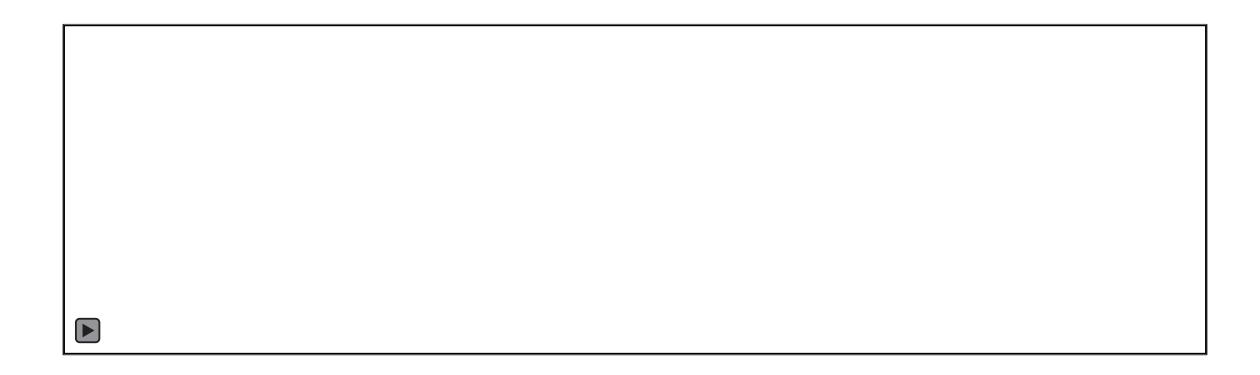






New footer.

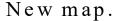




New markets carousel.



No matter where you are, we have you covered. We realize your time is valuable and getting material to you when you want it, is our number one priority. Conventus Polymers has established a network of warehouses throughout the world to make sure we can service your materials needs quickly and efficiently. Contact us » STRIJBEEK, THE NETHERLANDS MINNEAPOLIS, MN ORONTO, CANADA MONTREAL, CANADA MILLBURY, MA ROCHESTER, NY PARSIPPANY, NJ BAYONNE, NJ SUZHOU, CHINA JOLIET, IL JEFFERSON, IN SHENZHEN, CHINA HONG KONG COLUMBIA, SC COLLEGE PARK, GA MIAMI, FL FORT WORTH, TX HOUSTON, TX STOCKTON, CA CITY OF INDUSTRY, CA BROWNSVILLE, TX SAN DIEGO, CA EL PASO, TX MONTERREY, MEXICO GUADALAJARA, MEXICO QUERETARO, MEXICO

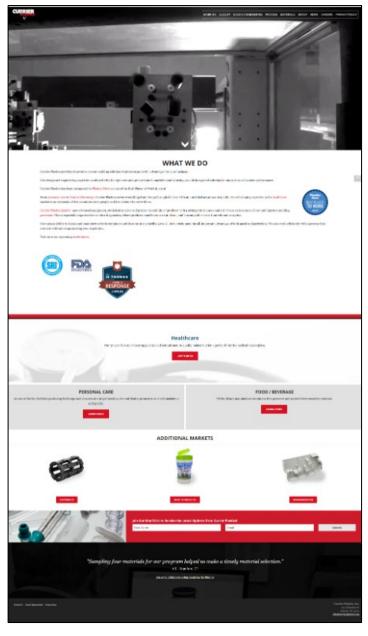




Currier



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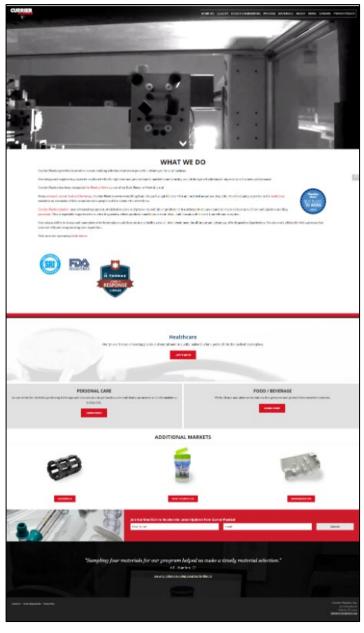




Currier



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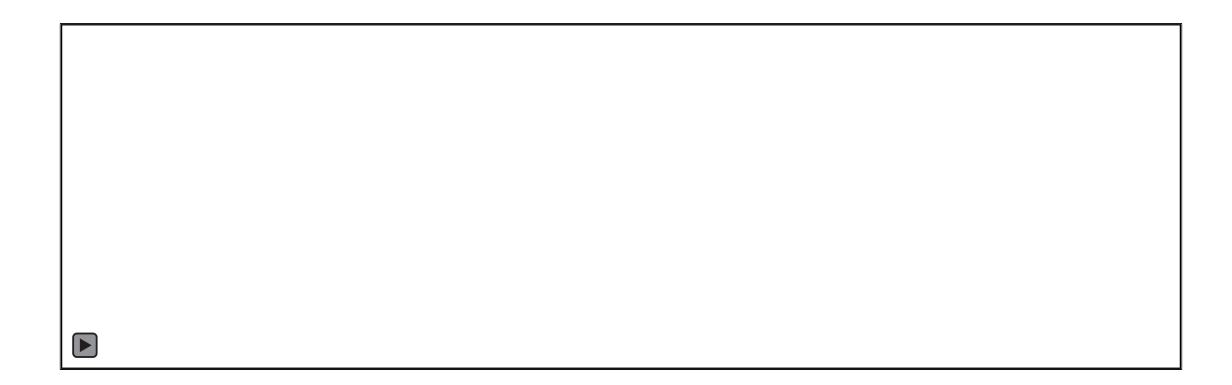






New click UX.

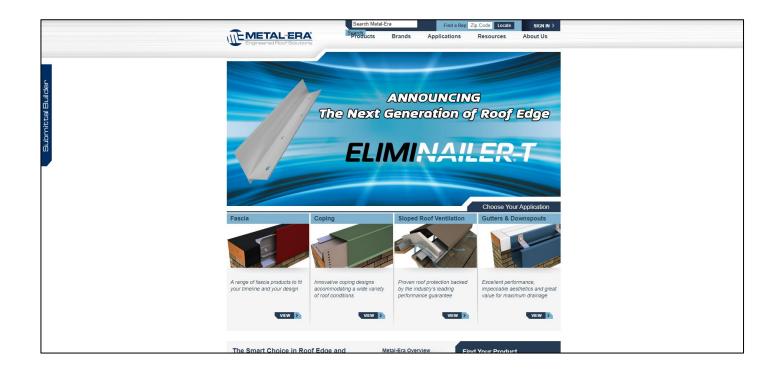




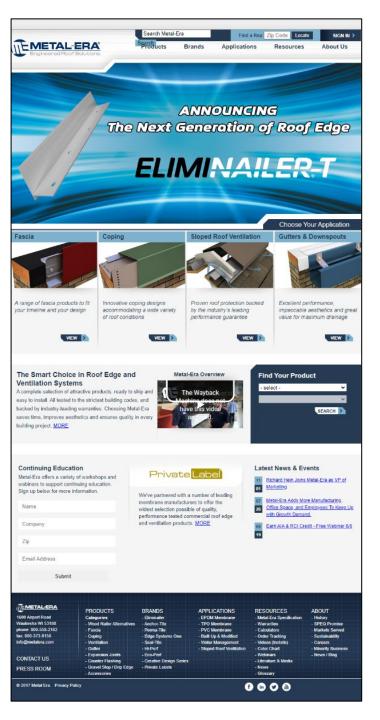
New CTA UX.



Metal-Era

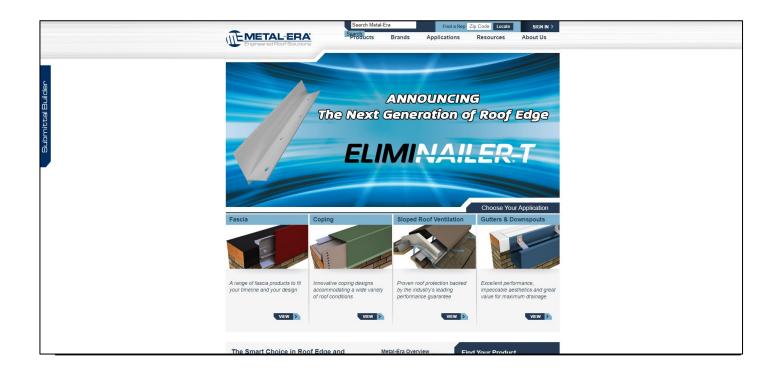


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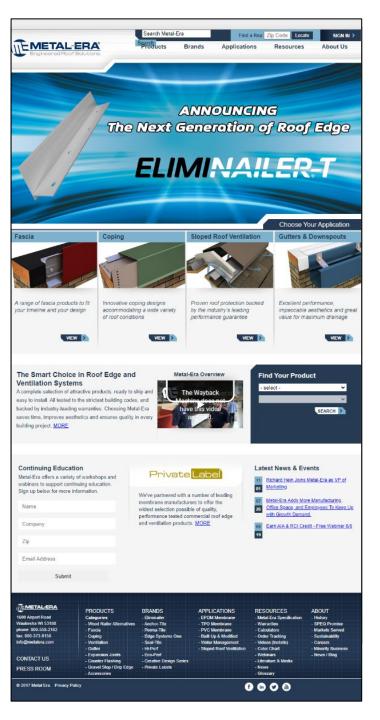




Metal-Era



New above the fold (above). New full homepage (right).





Metal-Era



iPad app (above). Virtual tour (right).



Social Media Tactics

How to highlight your company's best attributes.



Vive Marketing







SATURDAY, APRIL 1, 2023

"NINER," BELOVED BARKETING COORDINATOR, LOOKING TO BE A **SOLID FIT FOR THE POSITION.**

READ MORE ON PAGES 10-13



www.marketingformanufacturers.com

Project Showcase: Central Plastics

Social Media Engagement

Linked In Follower Growth

Total Visitor Growth

Unique Visitor Growth

Clicks Growth





IME West

② APRIL 12-14, 2022

Anaheim Convention Center Anaheim, CA

#IMEWest #DiscoverEngineerBuild



Booth # 4229

pass





Project Showcase: Conventus Polymers

Social Media Engagement

Linked In Follower Growth

Total Visitor Growth

Unique Visitor Growth

Clicks Growth









INTRODUCING OUR NEW

WEBSITE

- · CUTTING-EDGE AESTHETIC
- · REFRESHED PHOTOGRAPHY
- · INTUITIVE USER EXPERIENCE
- · AND SO MUCH MORE!

SEE IT IN ACTION AT:

CONVENTUSPOLYMERS.COM



Project Showcase: Currier

Social Media Engagement

$$+89\% +89\% +89\% +89\% +92\%$$

$$+89\%$$

$$+92\%$$

Linked In Follower Growth

Total Visitor Growth

Unique Visitor Growth

Clicks Growth

Your talent determines what you can do.
Your motivation determines how much
you're willing to do.
Your attitude determines how well you do it.



VELOCITY × **VALUE** = **EXCEEDING EXPECTATIONS**











Project Showcase: PolySource

Social Media Engagement

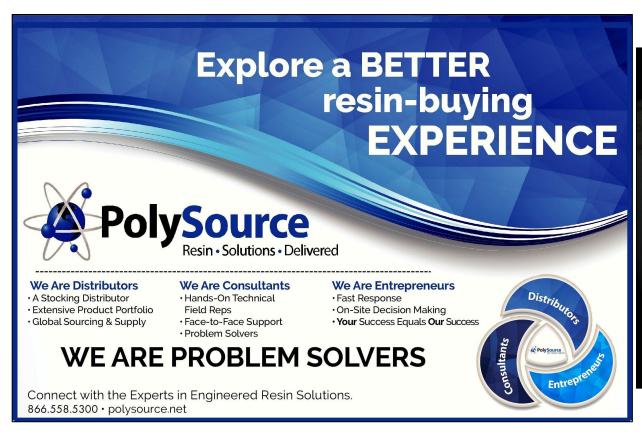
Linked In Follower Growth

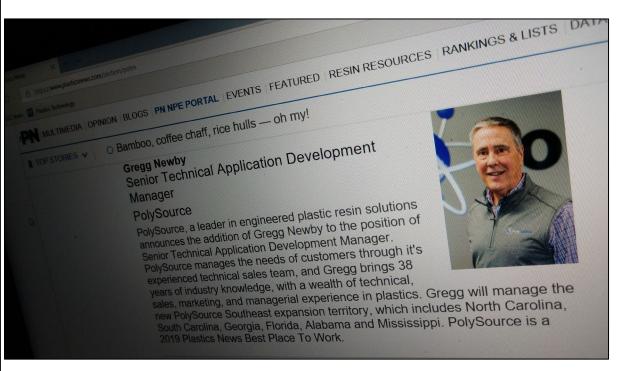
Total Visitor Growth

Unique Visitor Growth

Clicks Growth









PolySource is your ideal partner for elastomer solutions.











Utilizing



How to highlight your company's best attributes.



Al Trends & Tools

Trends

- Generative AI
- More Collab w/AI&Humans
- Digital Twinning & the Omniverse
- Low-code & no-code AI

Tools

- ChatGPT
- Adobe Firefly
- WellSaid Labs







Five Reasons Al Isn't Ready to Replace Writers

- 1) Al cannot generate original content.
- 2) Alis often inaccurate.
- 3) AI lacks the tone, insights, and expertise that humans provide.
- 4) Al can't keep up with our fast-paced world.
- 5) There are ownership and copyright concerns.





The Bad and the Good

The Bad

- AI Lacks Creativity
- Data Protection and Privacy
- Bias and Fairness
- Misinformation and Fake Content
- Copyright Issues

The Good

- Virtual Assistants
- Chatbots
- Enhanced Accessibility
- Personalization
- Language Translation



Key Takeaways





Marketing for Manufacturers

// VIVE4MFG.COMM

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