



It's time to thrive.

Are you happy with the results of your marketing efforts? Is your business growing the way you know it should and could? Is your brand relevant, fascinating and valuable enough to thrive in today's hyper-competitive market? If not, it's time to change course and transform your B2B brand into a B2BETTER brand with our three-stage, 30-Day Brand Catalyst Program.

A typical brand refresh can take six months or more to complete, tie up executives with endless meetings, and cost upwards of \$80k. But Dalton Brand Catalyst draws on decades of industry experience and expertise to hone in on the proven elements that guide successful B2B marketing efforts, offering the same or better results at a fraction of the cost, and in a fraction of the time. Now's the time to energize your brand and change the trajectory of your company's growth.

Stage One: Data Gathering

We begin with research, conducting In-Depth Interviews with up to a dozen internal stakeholders, and a comparable number of customers, to explore perceptions and experiences relating to your brand from both inside and out. Surveying the internal stakeholders allows us to leverage their knowledge and begin a rich and open exchange of information and opinions. When stakeholders are invested in the process, consensus and success are far more likely outcomes. Our external surveys shed light on how your company can create a compelling brand story that aligns with your customers' needs.

DALTON BRAND CATALYST | BRAND STRATEGY QUESTIONNAIRE

What are 2-3 key words that describe SafeSensor?

What are 2-3 things that SafeSensor does well? (-or- what problem does SafeSensor solve?)

What is the best kept secret about SafeSensor? (Something you might not know about until you have an interaction.)

What can you say about SafeSensor's offerings that competitors can't?

What could SafeSensor do differently or better?

What could SafeSensor do differently or better relative to marketing?

How do you think your customers with SafeSensor could best?

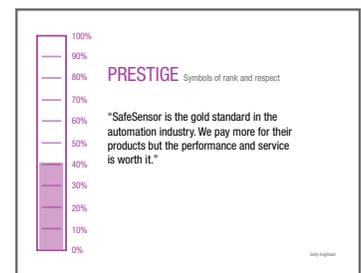
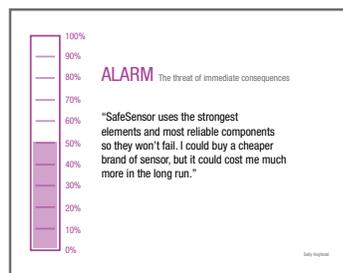




Stage Two: Brand Catalyst Workshop

With our prep work complete, we move on to the fun and fast-paced Brand Catalyst Workshop during which we explore all aspects of your brand and messaging. We tailor exercises and discussions based on the following subjects to identify the key elements that will help you rise above your competitors, motivate buyers, and enhance customer loyalty.

Emotional Triggers



Emotional Triggers. Together, we'll explore 7 emotional triggers or Fascination Factors* that get customers and prospects to pay attention to your messaging. We believe *attracting*, rather than *persuading*, yields the best results. After all, who would you rather date: a person you're attracted to, or one who merely persuaded you to go out? Save time and money by determining the best triggers to attract your customers' attention *before* you invest in websites, social media, advertising, sales presentations and other marketing tactics.

Voice of the Customer

20-30 Voice of the Customer quotes are gathered during our initial research period. Together, we'll decide which of these sound bites are (and are not) relevant, as they reveal the likes, dislikes, fears, needs, hopes and desires of your buyers. And since they typically represent a variety of audience sectors, this exercise also provides an opportunity to explore how your brand can better leverage digital marketing, particularly social media.

 "I have to balance safety and reliability with affordability."

~~"You can't really know if you have the right sensor until it's in use."~~

"The automation industry has very specific challenges. I need customized support from manufacturers who really get it."

 "If I specify a sensor that fails, it reflects poorly on how others perceive my abilities."

"If I have to stop production to replace a faulty sensor, it costs our company thousands of dollars every hour."

Key Messages

Key Messages are rational + emotional articulations of the things that make your brand special. Together, we'll analyze and prioritize the compelling values you offer your customers (rational), then "audition" a creative expression (emotional) to pair with each particular value. Most B2B marketers are good at telling prospects about the products and services they offer. But a carefully balanced foundation of rational + emotional messaging will allow you move beyond "making a sale" to creating long-term relationships.

RATIONAL STATEMENT

SafeSensor is successful largely because **their systems pro actively detect foreign particles in the environment...** assuring food and pharmaceuticals will be free of contaminants.

EMOTIONAL STATEMENT

Better SafeSensor than sorry.

RATIONAL STATEMENT

SafeSensor is successful largely because **they test their products in the lab and in extreme working environments...**so you can be assured they will perform.

EMOTIONAL STATEMENT

Lab tested. Field proven.

RATIONAL STATEMENT

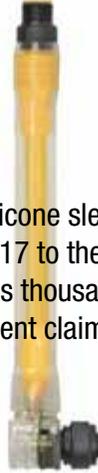
SafeSensor is successful largely because **their service technicians come to your plant...**to understand all of the variables involved in order to diagnose and solve your issues quickly and thoroughly.

EMOTIONAL STATEMENT

Insight, on-site.

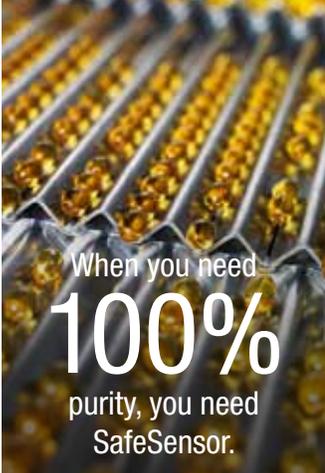
Visual
Expressions

Seeing your messaging in a visual format is one of the most powerful aspects of the Brand Catalyst Workshop. In the workshop setting, these “ad-like objects” represent, in effect, a second language with which we are all familiar, allowing marketers to “try on” ways to serve up various messages. Stakeholders agree upon the best emotional triggers, alternate brand “personalities” and brand imagery that will form the foundation of all of your brand’s future marketing communications.



The silicone sleeve adds \$2.17 to the cost. And saves thousands in accident claims.

Fake copy goes here. Real, more compelling copy will be written at later date. That will allow learn more about what makes your brand special and valuable to your target audience copy goes here. Real.

When you need 100% purity, you need SafeSensor.

Fake copy goes here. Real, more compelling copy will be written at later date. That will allow learn more about what makes your brand special and valuable to your target audience copy goes here. Real.



Why specify Safe Sensors? There's safety in numbers.

0.0001% accurate
52% less down time
28X faster than the human

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SafeSensor.

Our name says it all.



Our testing lab.





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“SafeSensor let us test their products on site to make sure they were the perfect solution for our needs.”



James Smith
Production Manager
Proctor & Gamble

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Executive Summary

Once the workshop ends, the real fun – for us, anyway - begins. In the final stage of the program, we provide you with a comprehensive Executive Summary that incorporates all of the workshop findings and places them in context. This gives you and your management team a chance to review and process the workshop experience after the fact, allowing for careful consideration, and sometimes reconsideration, of the results.

Communications Guide

After we receive your feedback on the Executive Summary we culminate our 30-day Brand Catalyst Program by preparing a two-page Communications Guide that will become the foundation from which you tell your brand's story. Page one is a messaging ladder headed by a key insight (the primary issue facing buyers), and a concise statement of your brand promise (the solution). These are followed by support pillars and proof points, all crafted to help you tell the right story, to the right people, in the right way.

 SAFESENSOR COMMUNICATIONS LADDER Dalton Brand Catalyst				
KEY INSIGHT	"The sensors we install must keep our products safe and free of contaminants while keeping our automated production lines operating, even in volatile, extreme and unexpected situations."			
BRAND PROMISE	SafeSensors' heavy-duty sensors perform as promised, so you can be confident the products you make will be free of contaminants and your production lines will run uninterrupted.			
MESSAGE PILLARS	<table border="1" style="width: 100%; text-align: center;"> <tr> <td style="width: 33%;">We only make heavy-duty sensors</td> <td style="width: 33%;">Our sensors are proven to be the most reliable</td> <td style="width: 33%;">We provide the most advanced automation expertise</td> </tr> </table>	We only make heavy-duty sensors	Our sensors are proven to be the most reliable	We provide the most advanced automation expertise
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PROOF POINTS	<table border="1" style="width: 100%;"> <tr> <td style="width: 33%;"> <ul style="list-style-type: none"> We only use premium grade materials Our sensors meet or exceed ATEC Standards SafeSensor housings are made from polybenzimidazole plastic for optimal tensile strength, temperature and chemical resistance Our sensors have redundant alerts </td> <td style="width: 33%;"> <ul style="list-style-type: none"> Our sensors are tested under extreme conditions for a minimum of 18 months SafeSensor products are guaranteed We pro-actively establish an Emergency Support Plan (ESP) to assure quick and appropriate response to unexpected events 87 of Fortune 100 manufactures </td> <td style="width: 33%;"> <ul style="list-style-type: none"> Our support experts are ASDI Certified and have an average tenure of 10 years in the automation industry SafeSensor associates are frequent industry speakers and guest writers Customers have 24/7/365 access to experts </td> </tr> </table>	<ul style="list-style-type: none"> We only use premium grade materials Our sensors meet or exceed ATEC Standards SafeSensor housings are made from polybenzimidazole plastic for optimal tensile strength, temperature and chemical resistance Our sensors have redundant alerts 	<ul style="list-style-type: none"> Our sensors are tested under extreme conditions for a minimum of 18 months SafeSensor products are guaranteed We pro-actively establish an Emergency Support Plan (ESP) to assure quick and appropriate response to unexpected events 87 of Fortune 100 manufactures 	<ul style="list-style-type: none"> Our support experts are ASDI Certified and have an average tenure of 10 years in the automation industry SafeSensor associates are frequent industry speakers and guest writers Customers have 24/7/365 access to experts
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TRIGGERS	100% Trust 80% Passion 60% Prestige 40% Alarm			
PERSONALITY	Approachable, Professional, Innovative, Passionate			
PREFERENCES	<table border="1" style="width: 100%;"> <tr> <td style="width: 50%;"> DO speak with authority and professionalism DO instill approachability DO tie successes to actual case studies when possible DO assure control and predictability DO show product in use when possible DO keep stories within customers' specific industry DO include a call to action in every communication </td> <td style="width: 50%;"> DON'T speak with authority and professionalism DON'T use vague descriptions or industry jargon DON'T focus on unit price DON'T negatively portray our competitors DON'T use photos that feature products manufactured before 2006 DON'T use "alarm" without including a solution </td> </tr> </table>	DO speak with authority and professionalism DO instill approachability DO tie successes to actual case studies when possible DO assure control and predictability DO show product in use when possible DO keep stories within customers' specific industry DO include a call to action in every communication	DON'T speak with authority and professionalism DON'T use vague descriptions or industry jargon DON'T focus on unit price DON'T negatively portray our competitors DON'T use photos that feature products manufactured before 2006 DON'T use "alarm" without including a solution	
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HERO STATEMENT	"I feel EMPOWERED because I have the sensors and support to operate my automated production systems efficiently and predictably, even in extreme and unexpected conditions."			

Communications Guide

The second page presents the information in a conversational narrative form, providing more depth, personality, and detail. This short, easy-to-digest reference guide, allows you and your external marketing partners to advance your brand story in a consistent, unified voice that enhances trust and builds brand equity.

**SAFESENSOR BRAND STORY**Dalton Brand Catalyst

WHO Dallas-based SafeSensor manufactures, sells and services heavy duty sensors for automation systems across the U.S. serving the food & beverage, energy, pharmaceutical, paint & surface coatings and adhesives industries. Our sensors keep products free of contaminants and foreign materials, and allow automation systems to run efficiently and accurately, even in extreme and volatile conditions. By keeping our focus exclusively on sensors, we've become the premier brand of choice for 422 of Fortune 500 manufacturing companies in the U.S. For the past 10 years, SafeSensor has held the highest customer satisfaction rating in our industry. What drives us? To optimize and safeguard the efforts of a productive world.

WHAT SafeSensor manufactures, sells and services heavy duty sensors for automation systems across the globe.

HOW Understanding the complexities and planning for unexpected demands of automation. Creating trusted partnerships with our customers. Using only the best materials available. Field testing for 12 months before all product releases. Leveraging 10 years of industry expertise.

WHY We believe there's a better way to optimize and safeguard automated productivity.

THE VISION Increase market share by a minimum of 10% in all 12 industries we serve within 24 months.

THE "FLIP SIDE" We reject the notion that all products can and should be made cheaper. Throughout a recent proliferation of manufacturers selling cheap sensors, we maintain the highest price inventory on the planet. Because efficient and safe productivity is critical to a healthy economy, and to our very survival.

ETHOS We enjoy hard work. We believe in a better future. We geek out about automation. We strive to be trustworthy. We try our best to be approachable and friendly. We embrace science.

And there you have it. Thirty days to transform how you think about your B2B brand, unlock the potential of your company, engage and excite your employees, and create messaging that gets noticed, moves people, and drives sales.

Don't be the company that gravitates toward safe, inauthentic, scattershot messaging that doesn't meet your customers' needs. Give us 30 days to understand your goals, ask the tough questions, and collaborate with you. In return, we'll provide you with the insight you need to make your B2B brand a B2**BETTER** brand

Thank you!