

Marketing Collateral – what, why, when, whose?

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Agenda

- What is marketing collateral?
- Who is the audience?
- Where does it come from?
- What return do we get?
- Group Discussion Session
- Conclusion

What is Marketing Collateral?

- Catalogue
 - printed glossy catalogue
- Brochure
 - understand the company's strategy for a solution, product or service (multi-pages, any size)
- Course Schedule
 - Course dates, roadmaps, pathways, general high level information and promotions
- Sales Presentation
 - high quality content for Customers, internals, partners, conferences, etc ...

Box I. 96 N WEDGWOOD

A
C A T A L O G U E

O F

CAMEOS,
INTAGLIOS,

MEDALS, AND
BAS-RELIEFS;

WITH A GENERAL ACCOUNT OF

VASES AND OTHER ORNAMENTS,
AFTER THE ANTIQUE,

MADE BY

WEDGWOOD AND BENTLEY;

AND SOLD AT THEIR ROOMS
IN GREAT NEWPORT-STREET,
LONDON.

Specimens at the general exhibition.

Paris. Dec. 1803. In single specimens.

LONDON,

PRINTED IN THE YEAR MDCCLXXXIII.

And Sold by GIBBS, in the Strand; BENTLEY, New
Burlinghead; and PALLER, Pall-mall; Curliell.

How far have we really
come since 1773?



- <http://www.b2blog.com/images/bsi-catalog.jpg>

Public Training Catalog

S U M M E R / F A L L 2 0 0 5

Public Training

Onsite Training

e-Learning

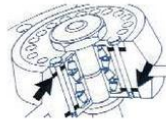
Webinars

Standards

Publications



JICEY, PRECISION SHIMS



Jicey is the European specialist and leader in precision mechanical adjustment. From very large shims intended for offshore applications to extra-thin shims of a few millimetres for the aeronautical or optical industries, Jicey manufactures more than 3 million adjustment shims per year for the aeronautical, military, space, railway, mechanical, transport and public works industries, etc. Jicey provides the adjustment solution that is most suited to the necessary precision that is required for any mechanical assembly. In every mechanical system, the insertion of Jicey adjustment shims during assembly enables the play that

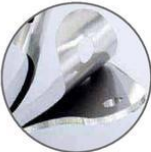
inevitably results from the machining tolerances of the various parts that make it up to be compensated for. Jicey has become the preferred partner of more than 5,000 customers all over the world, and is continuously innovating in order to produce adjustment products of high precision and quality, which satisfy all the most draconian requirements and constraints.

A COMPLETE RANGE OF ADJUSTMENT SHIMS

Jicey can supply a solution that is perfectly suited to your requirements from its complete range of adjustment shims (peelable, separable, solid, extra-thin and bi-composed), which are available in a wide choice of metal, composite or mixed materials, in any dimensions and all thicknesses (from 0.01 mm for stainless steel).

LAMINATED PEELABLE SHIMS

The laminated peelable shim is Jicey's flagship product. Very few companies in the world have mastered the know-how to make them, and Jicey is recognised as the reference in this field. A laminated peelable shim is made up of a stack of individual layers glued together over their complete surface area and forming a laminated block of compact appearance. In use, the individual layers may be peeled off one at a time until the precise dimension required is obtained. This procedure allows assembly times and stocks of shims to be reduced considerably, and avoids the need to machine and grind solid shims.



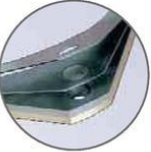
VIEWTEK LAMINATED PEELABLE SHIMS

These are laminated peelable shims in composite materials using a process for marking the thickness of the individual layers on the middle section of the part. In this way, by transparency, the thickness of the layer that is being peeled off should make it much easier to use. This procedure, together with the excellent peelability of the composite material, makes it a shim that reduces assembly times even more. The layers that have been removed may be used as unit elements for adjustment.



BI-COMPOSED LAMINATED PEELABLE SHIMS

Bi-composition enables laminated peelable shims to be obtained that are made of layers of different thicknesses on each surface, marked by an exclusive colouring process. They enable the operator to carry out his adjustment by peeling off the thicker layers from one side and then peeling off a few thinner layers from the other. Bi-composition also enables material costs to be considerably reduced by using a maximum of individual thick layers.



SEPARABLE SHIMS

Separable shims are made up of a stack of individual layers stuck together by points of glue on the edge alone. Obtaining the right thickness is done very easily by removing the layers by hand, without any tools, until the required dimension is obtained. Unlike laminated peelable shims, separable shims are mainly used for assemblies that only require adjustment of average precision, in difficult exterior situations for which this procedure may be very economical and practical.



SOLID SHIMS

Solid shims, whether ground or not, are used in all cases in which serious constraints apply (vibration, traction, shearing or extremes of temperature). They are therefore found in certain aeronautical mechanical assemblies, such as the accessory gearboxes fixed on the engines of civil and military aircraft. They are of extremely high precision, strictly made to measure and for immediate use on site. Solid shims are available in a very wide range of materials and hardness.



EXTRA-THIN SHIMS

These are solid shims that provide compensation of play that is often less than 1/10th of a millimetre. They are made to a drawing in steel, aluminium, stainless steel or polymer in thicknesses of 0.025, 0.05, 0.10, 0.20 and even from 0.01 mm for stainless steel. Whatever their shape, these parts are machined and not cut out, which guarantees a very high precision part without any burrs.



http://img.directindustry.com/pdf/repository_di/7922/jicey-s-company-brochure-508_2b.jpg

More examples....

- <http://www.businessstrainingworks.com/2009-Brochure-PDF.html>
 - Poor use of images and graphics
- [http://www.blackberry.com/support/pdfs/BlackBerry Training Brochure.pdf](http://www.blackberry.com/support/pdfs/BlackBerry_Training_Brochure.pdf)
 - Clichéd images
- <http://advertising.about.com/od/brochures/a/createbrochure.htm>
 - Advice on creating a good brochure
- <http://www.dvc.uk.com/downloads/brochure.pdf>
 - Unprofessional production, too much text, images?
- http://www.hsl.gov.uk/media/27430/trainingbrochure_0910.pdf
 - Nice example – relevant images and professional layout and design

SPSS and Red Hat example of course brochure



Example – 3 years old



redhat. Example – current

Interactive electronic catalogue with over 600 pages, the TOC alone are 3 double pages.

Table of Contents		Agilent Technologies Test & Measurement Catalog 2008/09	
1 INTRODUCTION, TABLE OF CONTENTS, PRODUCT NUMBER INDEX		Signal Analyzers	
2 NEW PRODUCTS & APPLICATIONS		EMI/EMC	
New Products		Noise Figure Analyzers	
Applications		Network Analyzers	
3 OSCILLOSCOPES, ANALYZERS, METERS		Optical/Transmission	
Oscilloscopes		Digital Multimeters	
Oscilloscope Probes & Accessories		Power Meters	
4		Electronic Counters	
5		LCR & Resistance Meters	
6		Component Test Instruments	
7		Signal Source Analyzer	
8		Dynamic Signal Analyzer	
9		Logic Analyzers	
10		System and Protocol Test	
11		Bit Error Ratio Testers	
12		Power Meters	
13		Electronic Counters	
14		LCR & Resistance Meters	
15		Component Test Instruments	
16		Signal Source Analyzer	
		Dynamic Signal Analyzer	

Who are the audience?

- IT Professionals (previous students and propects)
- Training Managers
- IT Managers
- HR Managers
- Business Managers (sales, marketing, support, finance, etc...)
- Board Level Executives
- Internal Education/Training Personnel
- Internal Sales Teams / Pre-Sales / Services Consultants
- Solution Focused and other Company Internal Marketing
- Education Re-sell and Delivery Partners

Where does it come from?

- Global v Local
 - How much input/influence do you have?
- External v Internal

What return do we get?

- Objectives
- Effectiveness
- Metrics
- Other...?

Group Discussion

- Above and beyond...
- What will improve effectiveness?
- How will/do you measure that?
- What of the future?

Conclusion - Feedback

The future is:

- Less 'real' mail means that you pay attention when you get some
- Online 'editable' catalogue means that customers only see courses relevant to them
- Blended with some hardcopy, such as wall planner pushing to the web
- Carbon neutral
- Be careful of overloading with emails
- Therefore, targeted, specific measurable messages
- Social networking – twitter groups, net to retain interest
- Customised content
- iPhone app
 - Automated updates
 - Appeals to younger audience
- USB stick with documents with links