

INFLUENCER BRIEF

CAMPAIGN NAME: 3M Window Film Blogger Activation

BACKGROUND

ASSIGNMENT: What have we been tasked with?

- Write a blog post about 3M Window Film for **Residential** (product focus – 3M™ Sun Control Window Film Prestige Series or 3M™ Thinsulate™ Window Film Climate Control Series) or **Automotive** (product focus – 3M™ Automotive Window Film Crystalline Series) use in an effort to increase and drive awareness of the professionally installed product.

CONTEXT

The situation, problem or behavior we are addressing, changing, challenging or solving:

This campaign is to raise consumer awareness of professionally installed window films as a turnkey solution to addressing heat and UV exposure both at home and in the car.

Additional Product Benefits:

- For homeowners, window film provides an easy alternative to comprehensive window replacement.
- Window Film can also be utilized to increase energy efficiency, decrease fading and protect interior investments.
- For automobiles, window film can be used if you're concerned about excessive heat, increased privacy, UV protection, a faded interior, glare or security.

BRAND PLATFORM

The idea, belief or behavior that anchors the brand, that we are to leverage:

3M invented window films 50 years ago, and has spent the past five decades innovating and improving them. As a result, their products offer both homeowners and car owners an easy, turnkey solution that addresses excessive heat and glare, faded furnishings, security and privacy. Additionally, the films maintain the appearance of your home and vehicle, allowing customers to enjoy the view, while simultaneously experiencing increased comfort and protection.

KEY TAKEAWAY: What is the most important point consumers should take away from this piece?

- 3M Residential and Automotive Window Film is a professionally installed product that can be used to improve the comfort, energy efficiency and look of any room or vehicle.

Additional Content: Is there additional content (facts, RTBs) that can be included in the blog post?

For Residential Use

[3M™ Sun Control Window Films Prestige Series](#)

- Prestige Series window films use non-metallized, multi-layer optical film and nano-technology to reject up to 97% of the sun's infrared light
- Rejects up to 60% of the heat coming through windows
- Rejects up to 99.9% of damaging UV rays to reduce fading of furnishings
- Low interior and exterior reflectivity lets you enjoy the views from inside, while maintaining an attractive look from outside.

[3M™ Thinsulate™ Window Film Climate Control Series](#)

- Offers the traditional benefits of 3M™ Sun Control Window Film – including heat rejection capabilities and UV protection – but also protects against heat loss in colder weather.
- Provides increased insulation performance, causing a single-pane window to perform close to a double-pane and a double-pane window to perform close to a triple pane
- Heat loss reduction saves on heating bill during winter months
 - Reduces heat loss by up to 40% during the winter months
- Heat gain reduction saves on cooling bill during summer months
 - Reduces heat gain by up to 37% in the summer months
- UV light rejection extends life of furnishings, antiques, artwork and upholstery
- Rejects up to 99.9% of UV light

For Automotive Use

[3M™ Automotive Window Film Crystalline Series](#)

- Features a proprietary, multilayer optical film that combines over 200 layers of nano-technology in a film that is thinner than a Post-it® Note
- Light tint rejects up to 60% of solar energy and 97% of heat-producing infrared rays
- Blocks up to 99.9% of UV light to provide a total Sun Protection Factor (SPF) of 1000 for drivers and their passengers
- Non-metallized window film lets drivers stay connected with mobile devices, GPS or satellite radio reception without interference

What are the key requirements? This section is for things that must be included in every post.

- Based on overall blog content, blogger must highlight either 3M Residential or 3M Automotive Window Film.
- Each blog post should include 1-2 photos or embed the YouTube Video.
- Each home blog post should include a call to action encouraging readers to visit the Find a Dealer page to contact certified professional installers for 3M Residential Window Films and schedule a free estimate (URL: https://www.3m.com/3M/en_US/home-window-solutions-us/find-a-dealer/)
- Each auto blog post should include a call to action encouraging readers to visit the Find a Dealer page to find certified installers for 3M Automotive window films (URL: https://www.3m.com/3M/en_US/automotive-window-solutions-us/find-a-dealer/)
- Each blog post should conclude with: To learn more, please visit: www.3m.com/windowfilmblogs
- Each blog post must include at least 3 features/benefits of the products.
- Each blog post must share at least one example of how the blogger would use the film in their home or vehicle.
- Each blog post must include a disclosure sponsored message: "This post is part of a paid sponsorship 3M Window Film. All opinions are my own."
- Each social post must include #sponsored or #ad hashtags to align with FTC guidelines.
- Each blog and social post must be provided in a word document for the 3M Window Film marketing/legal/regulatory team's approval and cannot be posted until approval is received.
- Each blogger must be able to turn comments off on their blog post.
- Each blogger must drive to their blog post twice via owned social media channels (Facebook and Twitter) using [@3MWindowFilmUSA](https://twitter.com/3MWindowFilmUSA) handle.
- Each post will NOT mention any other similar competitive branded products. Additionally, the posts flanking this one (the one posted before and after) cannot mention any home/vehicle products similar to window film.
- Blog and social media posts cannot go live until they are fully approved (i.e. approval will be shared via email by Karwoski & Courage PR on behalf of 3M Window Film teams).
- Each blogger will respond to direct messages that mention a brand as noted in the AE reporting outlined below.
- Publish your post by given deadline (following full approval).

Should a blogger receive a direct message that includes any mention of 3M Window Film, the blogger will alert the Bloggy Moms within 24 hours and respond with:

Thank you for your [question/comment] to my post, which was a sponsored post by 3M Window Film. The opinions in the blog are my own.

In order to best respond to your [question/comment], I have forwarded your message to 3M Window Film. You may be contacted by a representative from the company for further information.

Please note when an AE comes to the attention of Karwoski & Courage via Bloggy Moms, Bloggy Moms' 3rd Party PR or the blogger, we will ensure that the appropriate AE reporting forms are submitted.