

POST
IT
FORWARD

No matter what anybody says, every idea starts on paper. Even in our wired world where email, Google and Facebook rule our lives, paper is at the root of everything. It doesn't matter how technologically advanced our society becomes, pen and paper will always be there. Even in a blackout. Ideas grow off of paper and into reality and for an idea to have any staying power, it needs to stick. Literally.

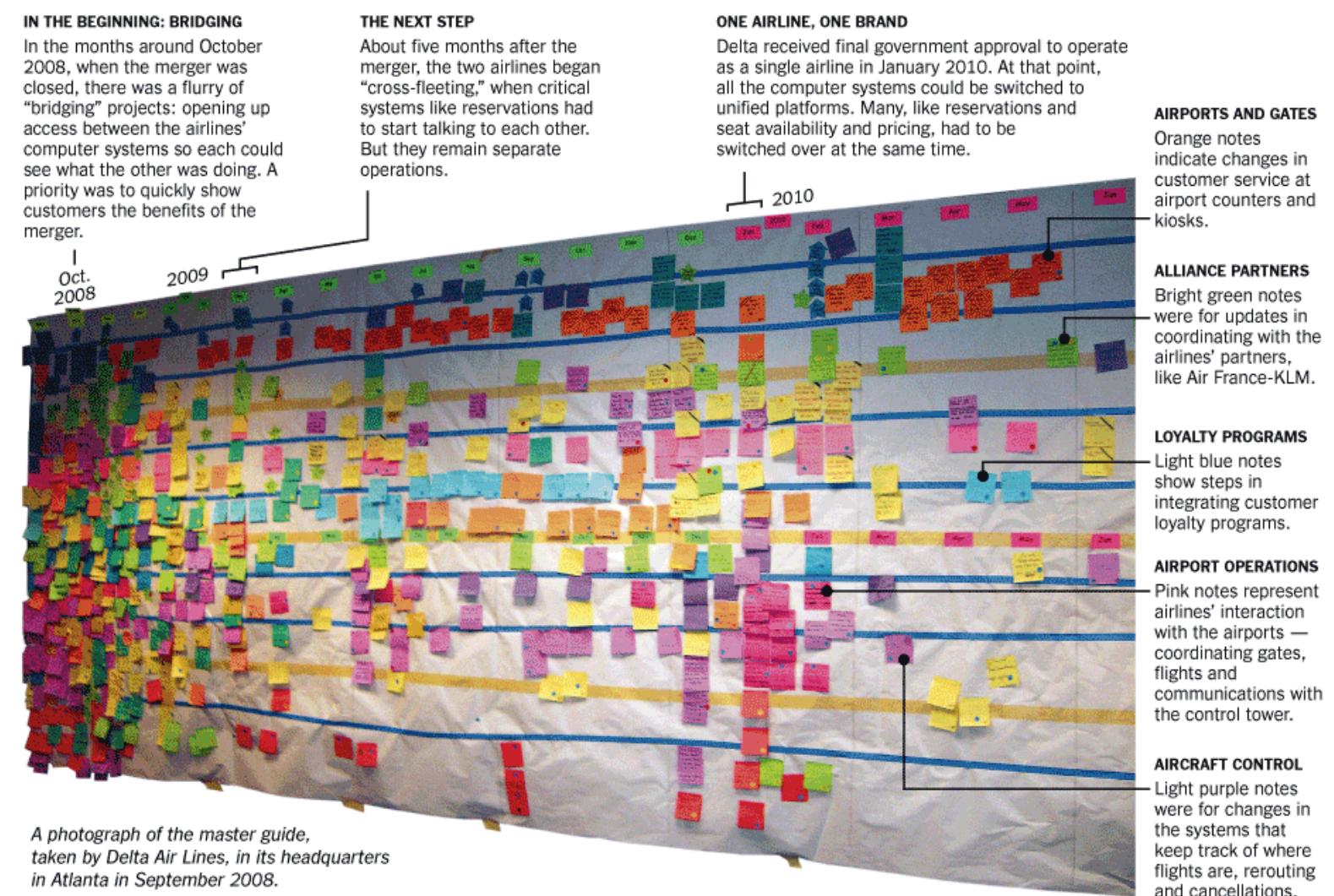
Post-it notes have been the beginning all types of ideas, from creating advertising campaigns to studying for medical school. We all use them, we all know what they are, we all see them everywhere. Now is the time to start giving back to the innovators, creators and communities that use Post-it notes everyday. It's time to start celebrating ideas again.



Why does 3M and Post-it need the Post-it Forward Awards?

3M used to be known as THE innovator of innovations, but the average consumer has forgotten about the impact you have on our everyday lives. You are creating great advances in architectural technology, sustainable energy technology and medical technology, but the last time consumers connected 3M to innovation was back in the days of Scotch tape and Post-it notes. This contest, award show and campaign is your chance to reconnect 3M with innovation in a very public and philanthropic way.

People are constantly coming up with great ideas, and every idea has to start somewhere. Hyatt Hotels began on a cocktail napkin. Richard Berry wrote the lyrics to "Louie Louie" on a roll of toilet paper. The logistics of the Delta-Northwest Airlines merger were worked out on a wall of Post-its. All of these ideas, and so many more, get their start on paper. 3M should recognize these innovators, as their ideas come to life on a Post-it note. With a little bit of funding and support, these people can go on to do great things. All because 3M and Post-it saw their potential.

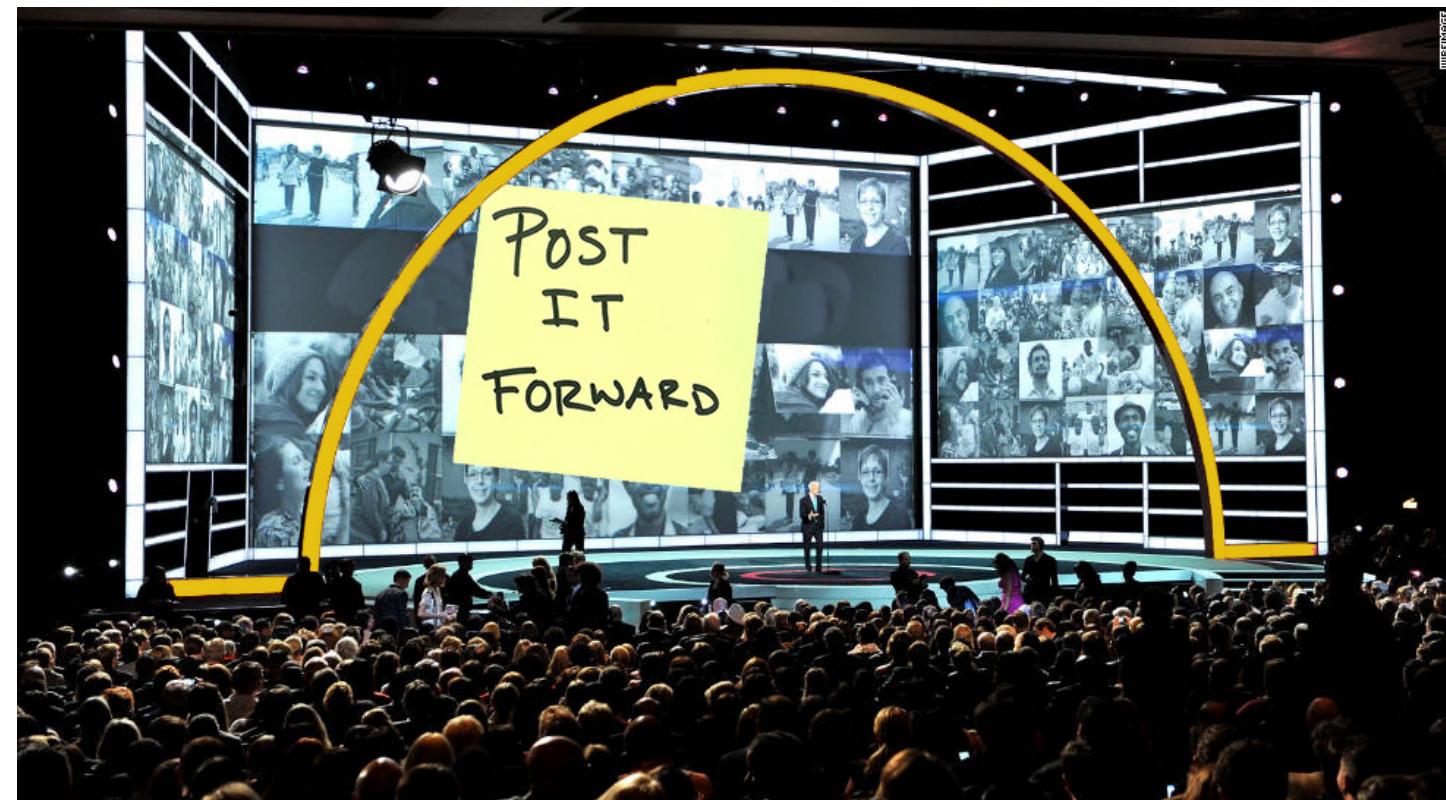


How It Works

The Post-it Forward Awards is an award show that anyone with a great idea can win. It could be an individual, a small business or a non-profit organization. All they need to do is come up with an idea and submit it at the Post-it Forward website. The entrants will be narrowed down to 10 finalists and the winners will be announced at the annual, Post-it Forward Award Show in May. All 10 finalists will receive a grant and the opportunity to have a 3M innovator mentor them. There will be three big winners out of the 10, and they will go home with the grand prize of a \$50,000 grant.

The live broadcast will be a great opportunity to celebrate these innovators that are working to improve the world around them in some way. It will also be a great chance for you to inform the public of all the advances 3M is making in various categories and countries. The feel would be similar to CNN's Heroes of the Year Awards, but more accessible because we are celebrating great ideas and their creators.

We will have a multi-channel advertising campaign leading up to the award show which will focus on building brand and contest awareness in the beginning from August through November. In February when the finalists are announced, we will change up the campaign to recognize them and encourage consumers to tune in to the event.



How It Works

August - November

- + The advertising campaign will begin with brand and contest awareness and encourage individuals, corporations and non-profits to send in their ideas.
- + The ideas could be anything, ranging from wanting to plant an urban vegetable garden to creating a watch that's also a credit card to finding a new way to can food more safely. We want to hear everyone's ideas.
- + The user will go to PostForward.com to enter their idea and a plan to execute it. It could be a brand new idea or an idea they've been working on and need help moving it forward.

December - January

- + The Post-it Forward Board of experts will evaluate each idea for potential and choose 10 finalists.

February - April

- + Once the finalists are announced, our advertising campaign will evolve to recognize them and build up excitement for the award show.

May

- + There will be three grand-prize winners announced at the annual award show in May and each will be awarded a \$50,000 grant. All other finalists will receive a smaller grant and the opportunity to meet with 3M innovators who will mentor and help them with their ideas.

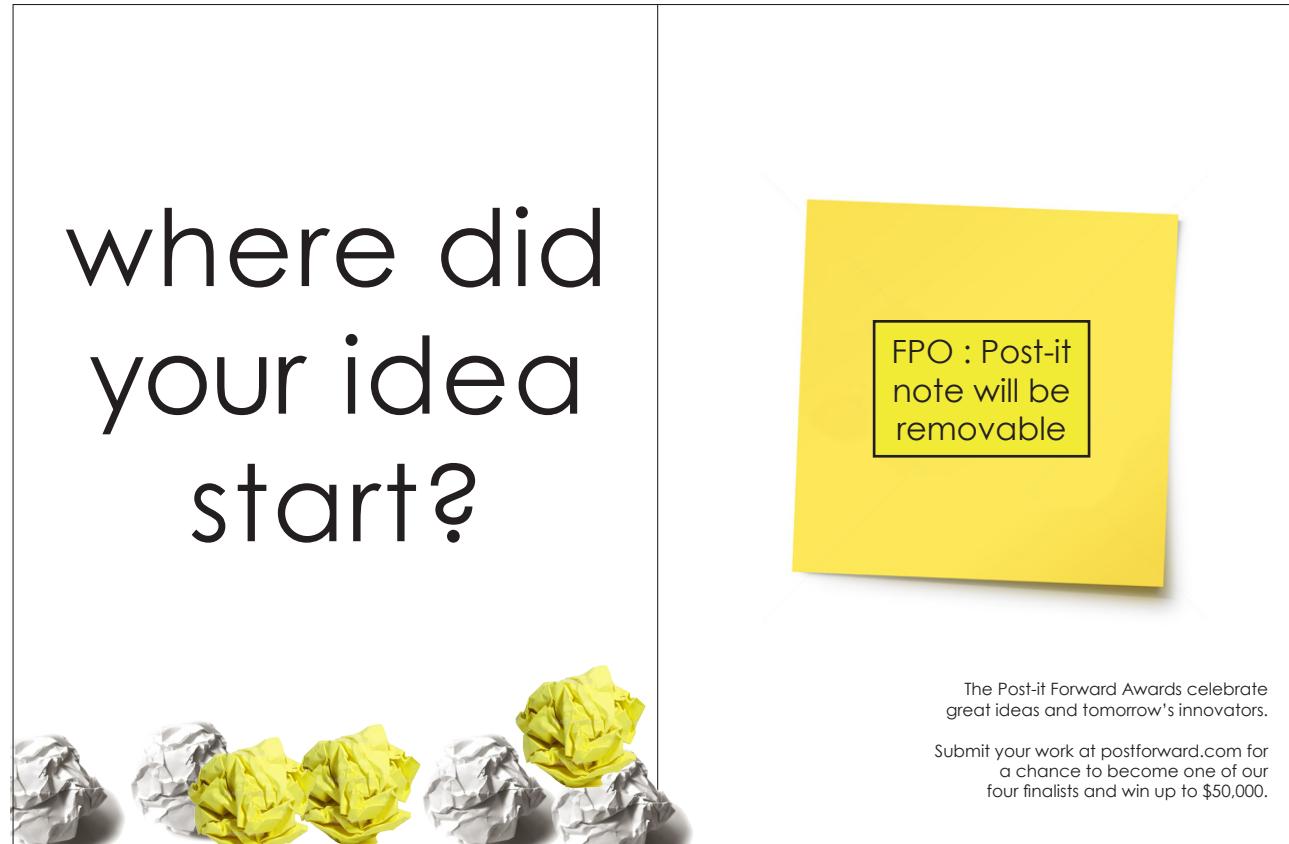
The end result:

- + Increased brand visibility
- + Connect 3M with philanthropy and community involvement in a very public way
- + Reconnect 3M with innovation
- + Establish 3M as the "celebrator of ideas"
- + All of these things will provide consumers new reasons to buy Post-it notes over any other brand



creative

Print - building brand and contest awareness



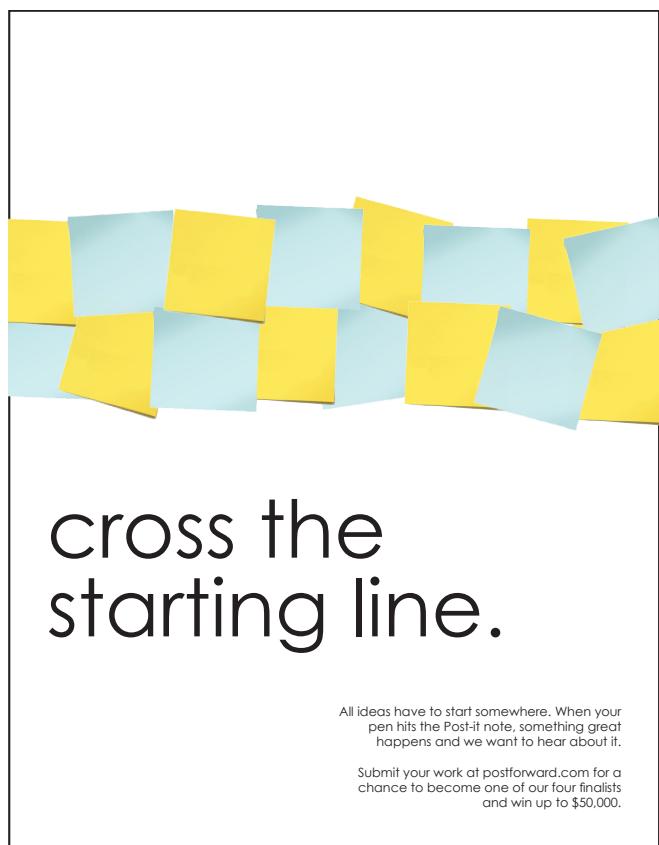
spread ad with removable Post-it note



spread ad with removable Post-it note



page ad



page ad

Print - finalist recognition examples



A portrait of a smiling man with short, light-colored hair and a beard. He is wearing a dark zip-up hoodie over a white shirt.

**Save
Coral
Reefs**

This is Matt. He's working on a new process to filter carbon dioxide out of our oceans, which will help keep the coral reefs alive.

And we want to help him.

Watch the Post-it Forward Awards on December 14th and find out how Post-it is helping innovators, like Matt, bring their ideas to life.



A group of five people wearing white hairnets, smiling and posing together. They appear to be volunteers from Share Our Strength.

**leave
no child
hungry**

These are volunteers from Share Our Strength. SoS is a non-profit organization whose goal is to end child hunger.

And we want to help them.

Watch the Post-it Forward Awards on December 14th and find out how Post-it is helping do-gooders, like SoS, do the most good.



A woman with curly brown hair, wearing a green t-shirt, smiling while holding a large head of green cabbage. She is wearing a necklace with a small pendant.

**Start an
urban
vegetable
garden**

This is Sandy. She wants to start an urban vegetable garden in her community so everyone can eat healthy.

And we want to help her.

Watch the Post-it Forward Awards on December 14th and find out how Post-it is helping innovators, like Sandy, bring their ideas to life.

OOH - building brand and contest awareness

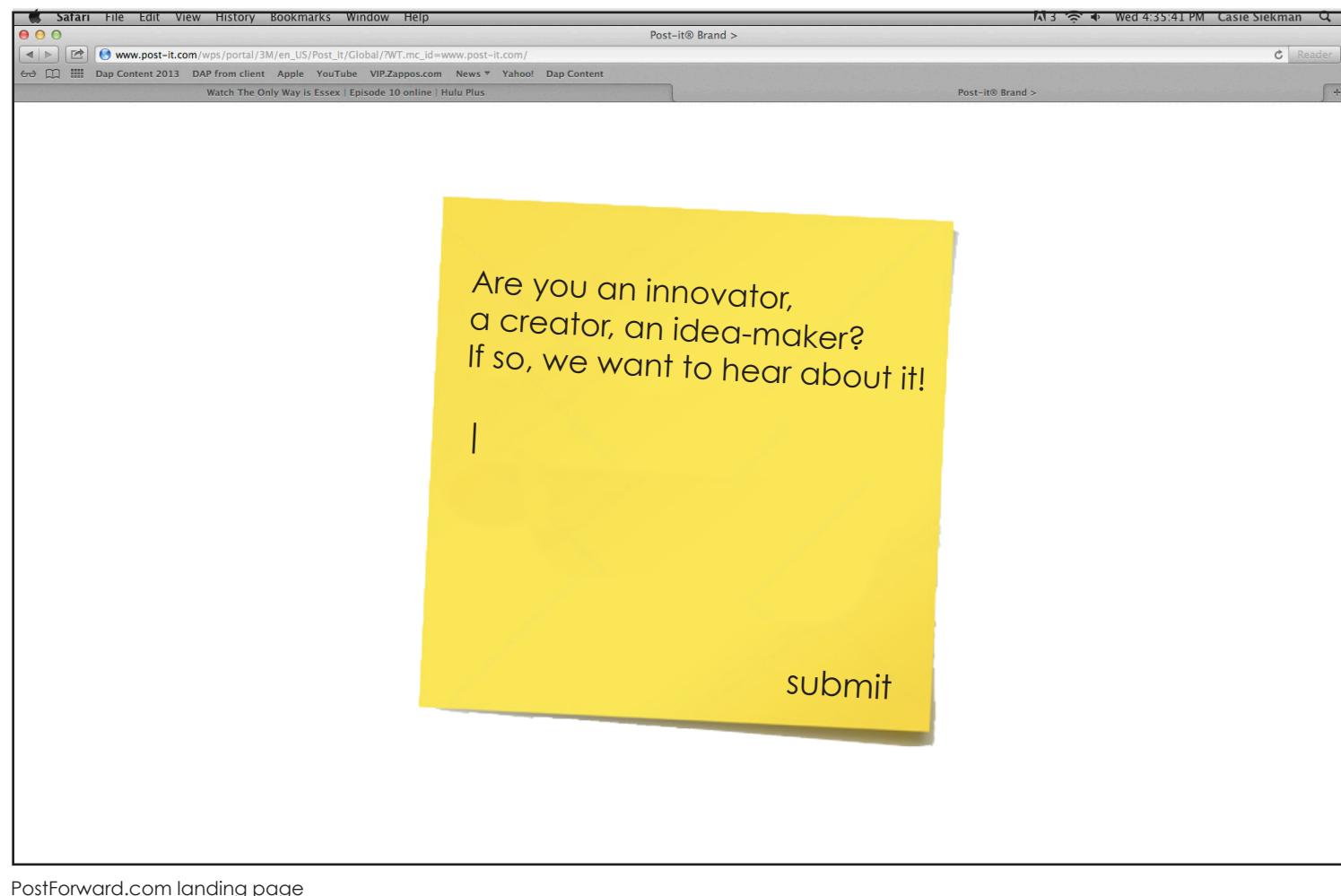
We will place two billboards in a row, or side by side. The first billboard will feature a hand-written "note-to-self" on a giant Post-it. The second will feature a follow-up message and include a CTA to visit the Post-it Forward website.



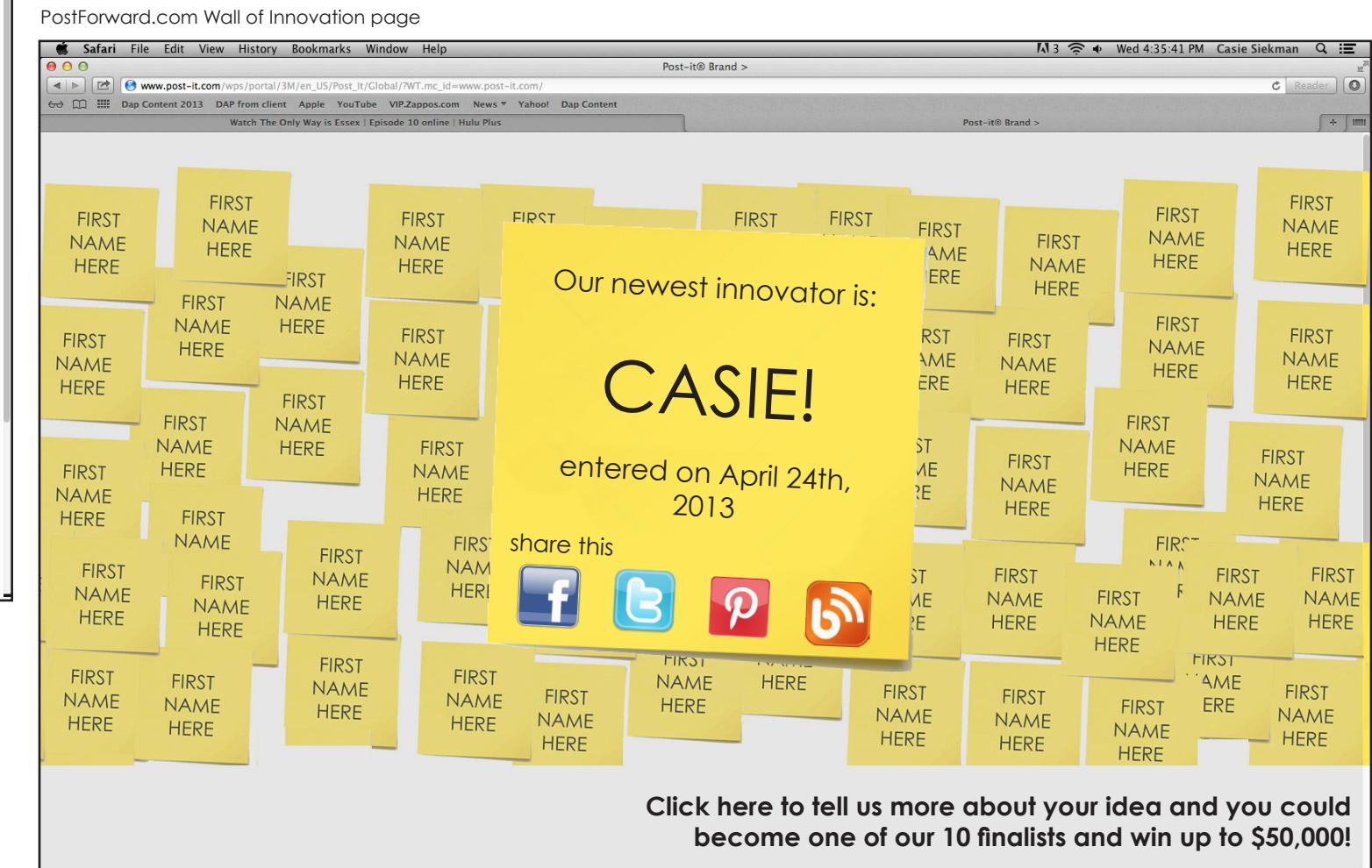
Digital

The Post-it Forward website is what every other channel is driving to so we want to make sure it's something that is easy to use, but still stands out from a design perspective.

When a user first lands on the website, they will be greeted with a giant Post-it note and a blinking bar that shows it's ready for them to type out their idea. Once the user types in a brief description of their idea, they're brought to the Post-it Forward Wall of Innovators. This wall is ever-changing and features dozens of Post-it notes with the most recent entrants' first names and the current user's name is featured prominently in front. The user will be able to share their new "innovator status" with their social network and the option to continue forward with their application. The rest of the application gets more in-depth information about the idea and the user's plan on how to execute it.



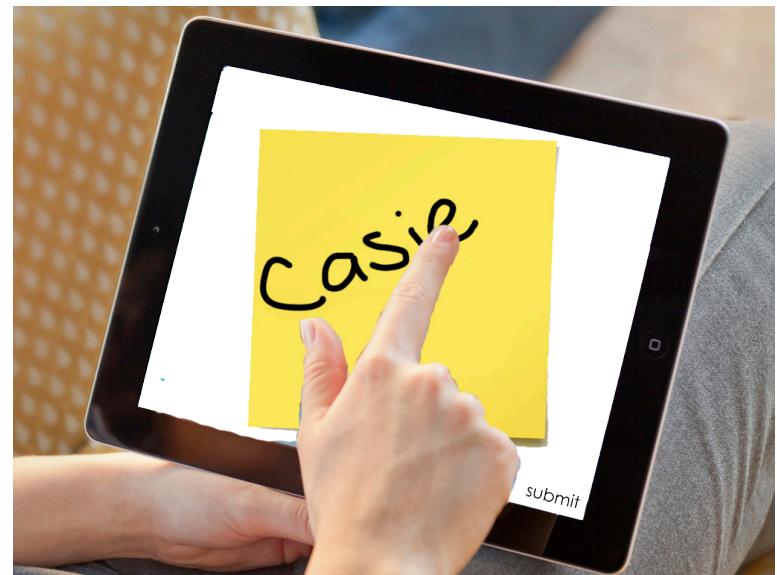
PostForward.com landing page



Mobile

The homepage of the mobile app for tablets and smart phones will be very similar to the homepage of the website. When the user opens the app, they will be greeted with a blank Post-it note that they can write their name on and type out their idea. Once submitted, it will be sent to the Wall of Innovation and the user is encouraged to officially enter the contest for a chance to win up to \$50,000.

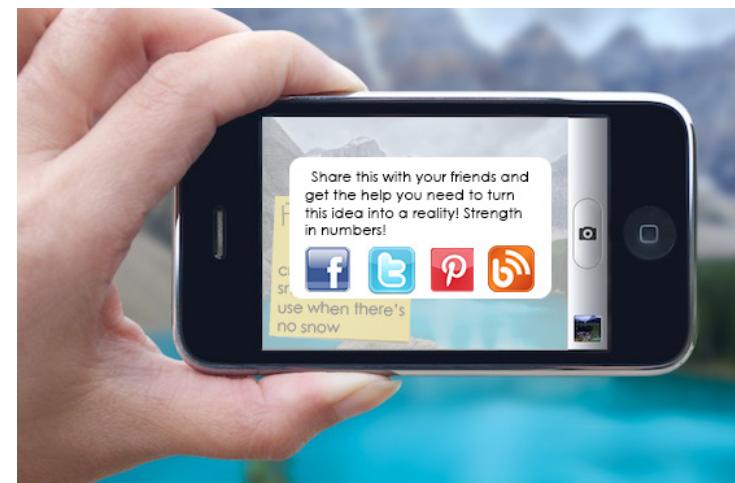
Another feature of the application will be the “Social Sync-Up” where the user can take a picture of something they would like to change for the better. Then they will place a Post-it Forward note over the image with a description of their idea. The user can then share that final image with their social network to raise awareness of the idea and connect with others who would like to help them. After sharing with their network, the user is encouraged to officially enter the contest.



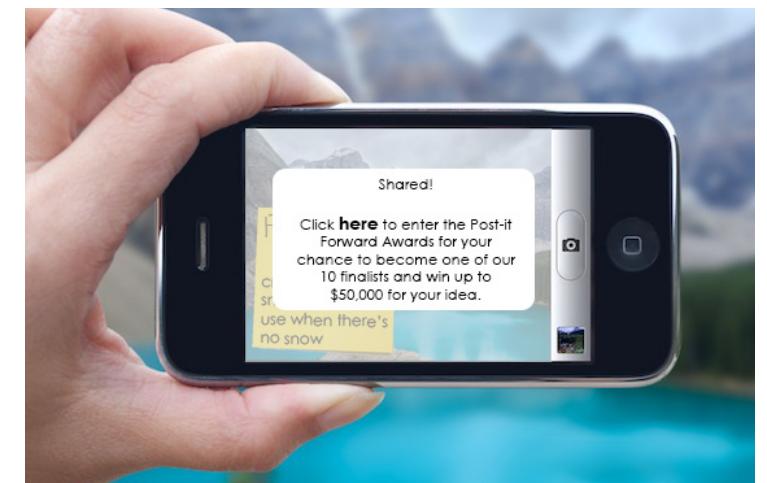
step 1 : take a picture of something that gives you an idea.



step 2: add the Post-it Forward note and write down your idea.



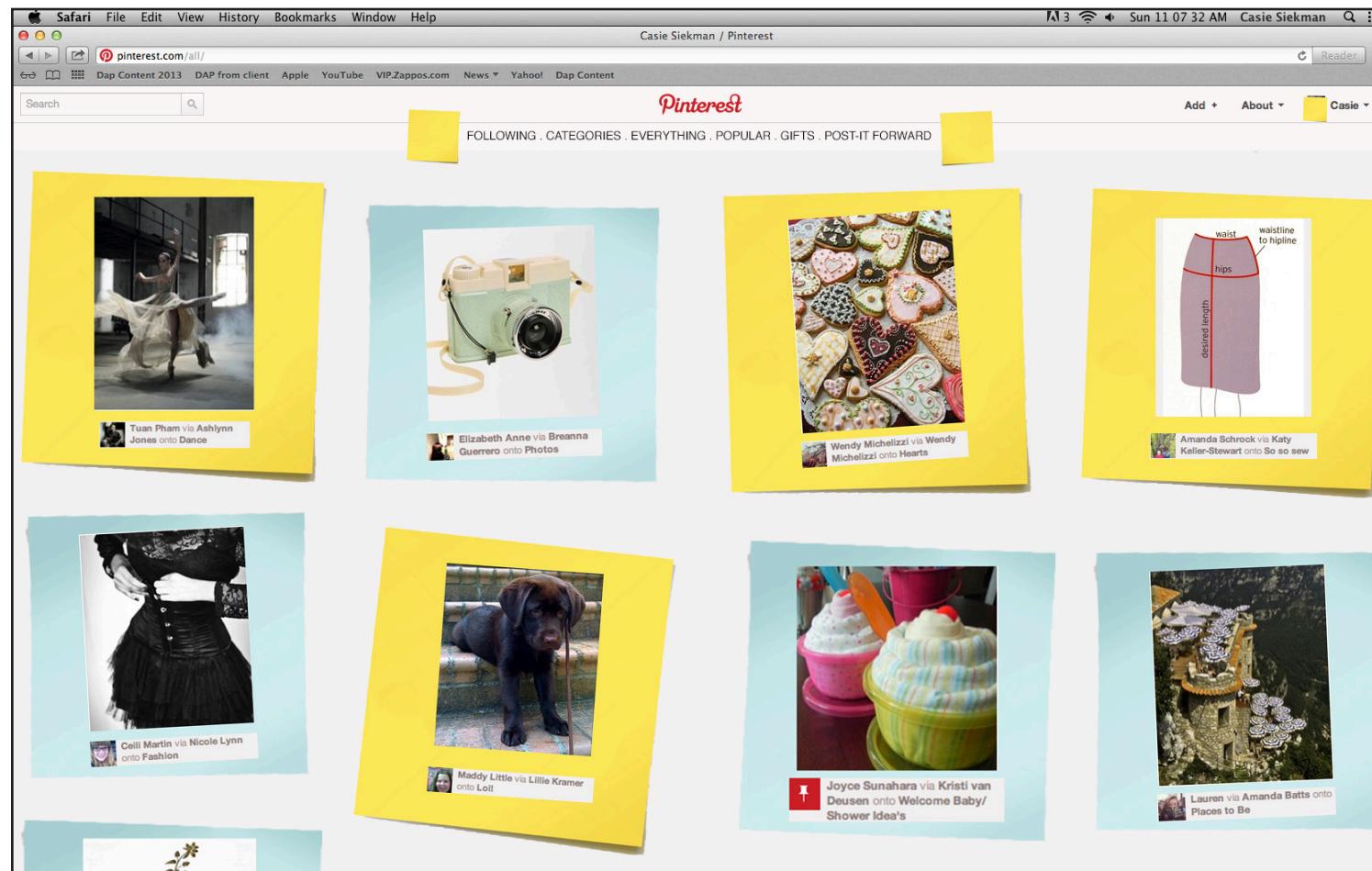
step 3: share the final image with your network to find other innovators that want to help you.



step 4: once you share the image, Post-it Forward encourages you to officially enter the contest.

Pinterest Takeover

During our brand-awareness campaign, we will takeover Pinterest for a short period of time. Instead of “pinning” images, user will “post” their images. The Post-it Forward Awards will have its own brand page that feature contestant’s submissions and invite others to enter through Pinterest or through PostForward.com.



Post-it Forward
An award show that recognizes tomorrow's innovators and idea-creators.
Post your idea for a chance to become one of our 4 finalists and win up to \$50,000.

small 161 pins • big 49 pins non-profit 143 pins

Repins from:
Cassandra Brix
Chelsea Smith
Alex Gruska

9 Boards 702 Pins 55 Likes Activity Edit Profile 107 Followers 99 Following

Events

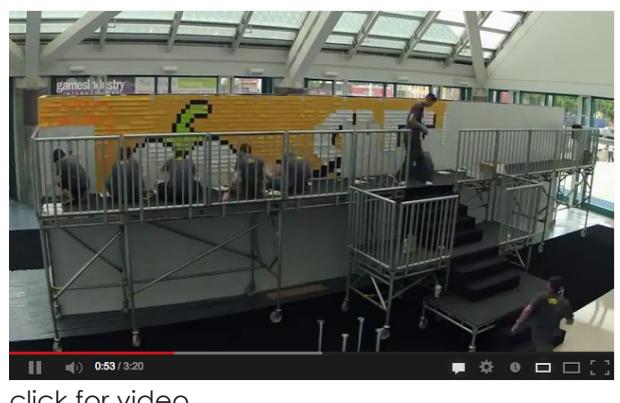
Campus Take-Over

College campuses are a hot-bed for ideas, and this campaign will take advantage of that for a PR event that will be turned into a video and released online.

We will construct a wall in the middle of campus and set up a table with a variety of colored Post-it notes for students to write their ideas on. Once the student has written an idea down, they will take the Post-it and place it on a specified part of the wall depending on the color. Like a "Color-by-numbers" with Post-its. Throughout the day, as the wall fills up with Post-its, you start to see that the colored notes are coming together to create a mural that promotes the Post-it Forward Awards.

Along with writing their ideas on the Post-it notes, the students also have a chance to officially enter the contest at several i-Pad stations that will be set up along the table.

A time lapse video of the event will be released after the event. This will show all the students going up to the table, posting their idea on the wall and the wall turning in to a really cool mural. It will be spread around through Facebook, Twitter, Instagram, Vine, YouTube and at PostForward.com.



Post-it Goes Back to School

Back to school time is one of the most important times for Post-it products. We should use this to help promote the Post-it Forward Awards, give back to schools and encourage students to become innovators.

To do this we will set up another wall, this time inside of stores that are big school-supply destinations (Target, Walmart, Office Max, Kmart etc) and encourage kids to write their ideas on a Post-it and place it on the wall. For every Post-it on the wall, 3M will donate \$5 worth of supplies to the local school district.

There will also be signage and take-away items that invite kids and their parents to enter the Post-it Forward contest at PostForward.com.

This would generate a good amount of buzz within communities for the contest and for the charity work that 3M and Post-it are doing. It could also boost sales of 3M products because of increased visibility at the POS.



thank you