



Automation24

# Automation24 Messaging Guidelines

August 2023



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# 1. Central Unified Idea

# Central Unified Idea

Automation24 strives to be an essential partner by becoming the industrial automation distributor who is the most:



**Expert**



**Reliable**



**Informed**



**Personal**



**Hands-on**

## 2. Brand Manifesto

# Brand Manifesto

At Automation24, we transform industries, streamline processes, and unlock efficiencies to maximize human potential. We're more than a web-based distributor; we are a partner, a guide, and a change agent. Our work is a testament to our commitment to a vision of a future powered by easily accessible intelligent automation.



## Expert

We are experts. Our knowledge is deep and broad, encompassing the full spectrum of industrial automation. We understand the intricacies of our partners' solutions, and the complexities of the industries we serve. We go beyond the data sheet to become trusted advisors, the go-to source for solutions that drive progress.



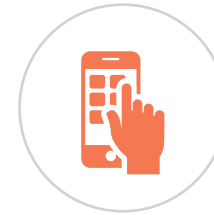
## Reliable

We are reliable. Dependability is at the core of who we are. Our customers rely on us for mission-critical components and our partners rely on us to be an informed voice for their solutions. We take those responsibilities seriously. We deliver quality, consistency, and unwavering support.



## Personal

We are personal. We believe in the power of relationships. Our team prides itself on treating each customer as a unique individual, not just a purchase order. We take the time to understand our customers' unique needs and challenges. This allows us to provide personalized solutions, tailored to specific requirements.



## Hands-on

We are hands-on. Our staff of industrial automation experts don't just sell products, but provide end-to-end support. We are available for consultation at every step of the journey to support our customers, from selection to implementation, from troubleshooting to maintenance. We offer practical and results-oriented service.



## Informed

We are informed. We stay ahead of the curve, keeping our finger on the pulse of the latest advancements in automation technology. We are the bridge between innovation and application, translating cutting-edge technology into tangible solutions for our customers.

## We are Automation24.

# 3. Brand Messaging Guidelines

# Expert

We are experts. Our knowledge is deep and broad, encompassing the full spectrum of industrial automation. We understand the intricacies of our partners' solutions, and the complexities of the industries we serve. We go beyond the data sheet to become trusted advisors, the go-to source for solutions that drive progress.

## We are

- Passionate
- Respected

When we communicate, we use phrases like:

- *skilled* professionals
- *knowledgeable* experts
- commitment to *excellence*
- *comprehensive* understanding

## We are not

- Condescending
- Arrogant
- Dismissive

When we communicate, we do not use words like:

- superior
- acronyms / technical jargon





# Reliable

Dependability is at the core of who we are. Our customers rely on us for mission-critical components and our partners rely on us to be an informed voice for their solutions. We take those responsibilities seriously. We deliver quality, consistency, and unwavering support.

## We are

- Trustworthy
- Consistent
- Upfront

When we communicate, we use phrases like:

- *devoted* team
- *diligent* quality control
- *verified / certified / tested / proven*

## We are not

- Oversellers
- Perfect

When we communicate, we do not use words like:

- excited / eager / thrilled
- unbeatable
- amazing
- incredible



# Personal

We believe in the power of relationships. Our team prides itself on treating each customer as a unique individual, not just a purchase order. We take the time to understand our customers' unique needs and challenges. This allows us to provide personalized solutions, tailored to specific requirements.

## We are

- Relatable
- Authentic
- Empathetic

When we communicate, we use phrases like:

- *you / we*
- *let's* connect
- *together* we can...
- *share* ideas

## We are not

- Inconsiderate
- Ignorant
- Overbearing

When we communicate, we do not use words like:

- user / individual
- anyone / everybody



# Hands-on

Our staff of industrial automation practitioners don't just sell products, but provide end-to-end support. We are available for consultation at every step of the journey to support our customers, from selection to implementation, from troubleshooting to maintenance. We value practical and results-oriented service.

## We are

- Engaged
- Perceptive
- Solution-driven

When we communicate, we use phrases like:

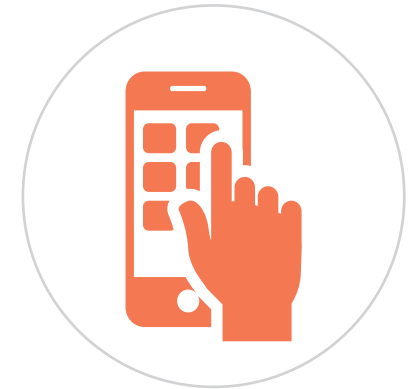
- we *empower / enable* you to...
- *explore* alternatives
- *create* solutions

## We are not

- Superior
- Controlling
- Presumptuous

When we communicate, we do not use words like:

- trust me
- the only way
- have to / must



# Informed

We stay ahead of the curve, keeping our finger on the pulse of the latest advancements in automation technology. We are the bridge between innovation and application, translating cutting-edge technology into tangible solutions for our customers.

## We are

- Curious
- Competent
- Insightful

When we communicate, we use phrases like:

- *imagine* the possibilities
- in-depth *analysis*
- *professional* team

## We are not

- Disparaging
- Complacent

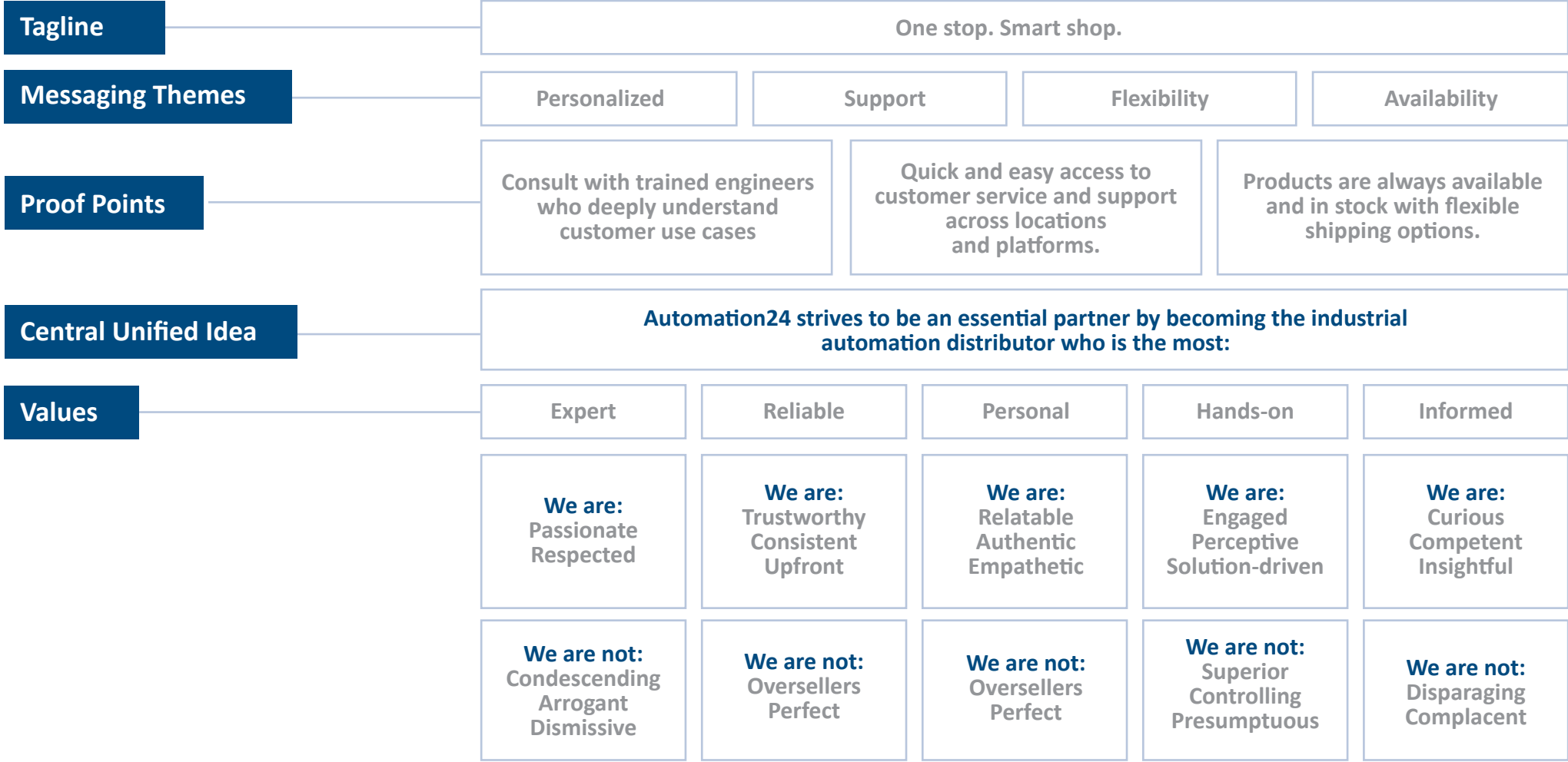
When we communicate, we do not use words like:

- obviously / clearly
- as already explained
- it's common sense



# 4. Messaging Framework

# Messaging Framework





# Thank You

[www.automation24.biz](http://www.automation24.biz)