



GARDNER
RESEARCH

2014

MEDIA USAGE

IN MANUFACTURING

MARKETING STRATEGY,
SURVEY RESULTS AND
BUYER ANALYSIS

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METHODOLOGY

The survey group of 3,494 respondents was mainly composed of executives, managers and engineers serving durable goods manufacturing industries. The survey was opened from November 20 to December 20, 2013. More than 92% of the survey group indicated they are directly involved in the purchase of machinery, software, hardware, materials or tooling. Here we seek to provide an overview of media use and buying behavior in manufacturing and what that means for marketing professionals targeting this group.



2014

MEDIA USAGE

IN MANUFACTURING

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BUYER ANALYSIS

INTRODUCTION

Now in its fourth year, the results of our annual media survey reveal the demographic characteristics, media usage trends and buying behaviors of today's manufacturing technology buyer. To assist in growing the survey's insights deeper into the industrial sales cycle, we expanded the survey to include questions on vendor selection, lead nurturing and content preferences.



KEY FINDINGS FROM THE 2014 MEDIA SURVEY

BRAND

Brand awareness remains the most influential factor impacting media usage and vendor selection. Industrial buyers rely on sources and suppliers that they recognize and trust. The influence of brand is most apparent when buyers review search results, select vendors and conduct research.



BUYING CYCLE

PAGES 6-7, 21

- More than 70% of manufacturing buyers look for products or services at least once a week
- The majority of manufacturing technology purchases are influenced by at least 3 people



SEARCH

PAGE 22

- Search engines are an essential research tool for of the manufacturing buyer
- Manufacturers using search are much more likely to select search returns featuring companies they know



MOBILE

PAGE 24

- There is no significant increase in overall mobile use, but significant gains appear in laptop and tablet usage
- Primary mobile use is email and web browsing
- Manufacturers prefer browsers to apps when accessing web content on mobile devices



MEDIA

PAGES 20-22

- Trade magazine was the top returning push media
- Trade magazine recipients prefer process-related magazines delivered in print
- Industry and supplier websites are the top returning pull media



SOCIAL MEDIA

PAGE 25

- Social media adoption has increased for the third consecutive year; however, the perception of its usefulness remains flat
- LinkedIn and YouTube are the most useful social media sites for manufacturing buyers
- Twitter and Facebook are blocked at nearly 20% of the responding companies. YouTube & LinkedIn are the most open social sites



VENDOR SELECTION

PAGE 26-27

- The most influential criteria impacting a buyer's selection of a potential vendor is technology followed closely by service and reputation
- Buyers turn to peers, technical articles and tradeshow when forming a perception of prospective vendors
- While registration-based media ranks lower on accessibility and effectiveness, it is a primary means for buyers to reveal their purchasing interests



INDUSTRIAL EQUIPMENT

BRAND IMPRESSION is the single most important factor

PUSH MEDIA Build brand identity early with PUSH MEDIA

PUSH MEDIA Introduces prospects to information and products they do not know they need.

PULL MEDIA Support brand

PULL MEDIA Provides prospects with information they know they need, but are not sure where to find it.

STAGES

AWARENESS

The market actively consumes push media to learn about things they did not know.

RESEARCH

This market segment knows they have an interest in certain topics and technologies to act upon in the future.

INFLUENCERS

PUSH MEDIA is the best means to introduce new products and establish brand, which is essential in the later stages of the buying process.

-  TRADE MAGAZINES
-  E-NEWSLETTERS

PUSH MEDIA still dominates, but the segment is more focused.

-  TRADE MAGAZINES
-  E-NEWSLETTERS
-  INDUSTRY WEBSITES
-  TRADESHOWS
-  WEBINARS
-  BLOGS

BUYING CYCLE

impacting the manufacturing buying cycle

PRODUCT
PURCHASE

and harvest its benefits in PULL MEDIA

CONSIDERATION

Prospects have immediate requirements, and are actively seeking solutions.




With the prospect now in control of the information gathering process, **PULL MEDIA** becomes most important. Brand is a primary influence on where and at whom they look.

-  SEARCH ENGINES
-  INDUSTRY WEBSITES
-  SUPPLIER WEBSITES
-  WEBINARS
-  SOCIAL NETWORKS
-  BLOGS

VENDOR SELECTION

Final comparison of known alternatives.

At the final buying cycle stage, prospects weigh who can best solve and service a problem. As a result, the impression of your brand's technology, reputation and service are primary influencers.

-  INDUSTRY WEBSITES
-  SUPPLIER WEBSITES
-  SOCIAL NETWORKS



1

BRAND
AWARENESS

GETS YOUR COMPANY
IN THE GAME

2

BRAND
EQUITY

3

THE BRAND IMPERATIVE

**Brand is the most important
factor impacting the
industrial buying cycle.**

Industrial buyers rely heavily on brand recognition when using media, conducting research, selecting vendors and making purchasing decisions. These buyers view brand as much more than a logo, but a composite of a company's technology, service, quality, cost and reputation. As a result, it's essential that industrial marketers conduct a brand audit to review and discuss what your brand

Brand awareness is essential, but simply puts a vendor in the conversation. Further brand building that develops brand equity and establishes brand values dictates buyer behavior as they move through the buying cycle.

PUTS YOUR COMPANY ON THE LIST

Once a buyer is aware that your brand is a potential solutions provider, the perception of your brand is most influenced by technical information followed closely by face-to-face interactions at industry events and sales and marketing efforts.

BRAND VALUES

GETS YOUR COMPANY SELECTED

Once a manufacturing buying team has established a list of vendors they examine the attributes that comprise each vendor's brand. Your reputation, your technology, your service. The net "out-take" of your brand is a key influencer in final vendor selection.

values and attributes are. How do you and your colleagues perceive your brand? How do your customers and prospects perceive your brand? How does your competition perceive your brand? As importantly, what in your marketing messages and marketing tactics is establishing or reinforcing the values and attributes that define your brand?

SEARCH & YOUR BRAND

97% of survey respondents use search engines to find information. Of those respondents, 86.3% select search results from companies / sources they recognize.



INTEGRATED



PUSH MEDIA



TRADE MAGAZINES



TRADESHOWS AND EVENTS



ENEWSLETTERS

The majority of manufacturing purchasing decisions are impacted by 3 or more people. These buying teams represent multiple touchpoints and the need to align your message with the myriad areas they're likely to access information.

PUSH MEDIA MAKES PULL MEDIA POSSIBLE

Understanding and leveraging the relationship between push / pull marketing is vital in effectively reaching and influencing industrial buyers. Push marketing builds brand, introduces information and drives traffic. Pull marketing delivers deeper information needs and converts prospects to leads. It's no coincidence that amongst the leading media influencers, one is push (trade magazines) and one is pull (trade / industry websites).

MARKETING

PULL MEDIA

-  INDUSTRY WEBSITES
-  SEARCH ENGINES
-  WEBINARS
-  BLOGS



PULL MEDIA MAKES PUSH MEDIA POWERFUL

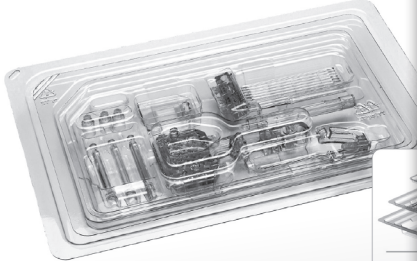
Brand is the biggest differentiator in vendor perception and selection. The most impactful media for building brand are trade magazine and industry and supplier websites. As a result, an integrated print / web strategy is an essential characteristic to an industrial marketing program.

Manufacturers are heavy search users, but are much more likely to select companies that they are aware of.



CONTENT MARKETING

on-site



The 'Total Package' in Thermoforming

By James J. Callari, Editorial Director

A cutting-edge thermoformer whose roots can be traced back to the start of the CAD/CAM revolution: That sums up Computer Designs,

a custom thermoformer headquartered in Whitehall, Pa., with plants also in three other locations. Its history explains both its name—somewhat unusual for a thermoformer—and its approach to doing business.

The company was started in the 1980s by Scott McKeever, who is still the president and owner. Before that, McKeever, was at the forefront of an emerging technology called Computer-Aided Design/Computer-Aided Manufacturing. Working with Lehigh University in Bethlehem, Pa., he developed training programs on CAD/CAM software for Unigraphics Solutions, now owned by Siemens PLM Software. One of his clients was a medical OEM that wondered how this new technology could help solve a packaging problem. McKeever proceeded to design on the computer an aluminum tool for a thermoformed tray.

A few more clients made similar requests, and since the university wasn't set up to handle manufacturing, McKeever went out on his own, designing and machining tools and samples in small quantities for a limited client base, then making short production

runs from his garage. McKeever out-

soon enough, and opened the plant. Today, the Whitehall facility is a carrier Designs' family (computer-designs.com). McKeever's vision of being a custom solutions firm where small customer service and doing it right sophisticated design, manufacturing abilities more typically associated with large companies. At 49,000 sq ft, Whitehall is at the design and manufacturing operations and pre-qualification of tooling is a

Chuck Ortwine, account executive, has three large machining centers. shifts, the first is manned, the second is unmanned.

The company is growing steadily. \$20 million. The company expects it lost a big automotive client as that but has grown steadily since. For Computer Designs, it all starts with a customer's need to be other thermoformers consider to be our standards," states Paul Treble, to produce finishes that are as attractive as the flow of material thickness and integrity."

FOCUS ON DESIGN

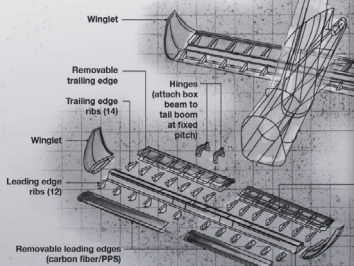
THERMOPLASTIC COMPOSITE

This helicopter structure outdoes both

Aircraft designers juggle goals that often seem mutually exclusive. They must keep risk low, yet implement new, lightweight and innovative technologies. The latter typically requires the use of not-yet-qualified materials. This is a particularly difficult challenge for builders of helicopters, who contend with aerodynamic loads that are more complex than those for fixed-wing aircraft. The adoption of new materials and structures is especially challenging, because the additional load cases complicate the predictive design process.

All the more newsworthy, then, is the fact that AgustaWestland (Cascina Costantini, Italy) recently struck what has proven to be a beneficial balance between risk management and innovation, says Michael Ovard, head of structures design and development at AgustaWestland, in the design of the horizontal tailplane (HTP) for the company's newest model, the AW169. Designed and manufactured by Fokker Aerostructures (Papendrecht, The Netherlands) to AgustaWestland performance specifications, the tailplane is a thermoplastic composite. Notably, it is the only thermoplastic structure on the otherwise thermoset composites.

THE AGUSTAWESTLAND AW169 THERMOPLASTIC COMPOSITE TAILPLANE



DESIGN RESULTS

- Easily formed omega section box beam, made of carbon/PPS prepreg.
- Use of a prequalified thermoplastic prepreg reduces risk yet increases toughness and

BETTER PRODUCTION Shops Using Technology

CMM Removes Bottleneck in Automated Cell

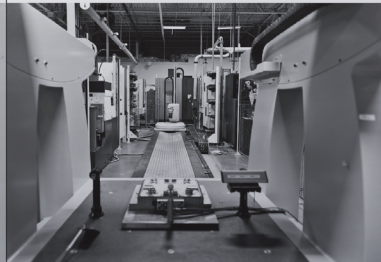
Creating high-precision multi-cavity automotive components requires complicated tooling. To manufacture these components more efficiently, Strattec Security Corp. incorporated automation into its production process. However,

automation alone wasn't enough to increase capacity, as on-machine measurement within the cell created a bottleneck. By incorporating a CMM within the automated cell, the company was able to eliminate the backlog that frequently occurred in the tooling department.

Although it is part of the vehicle access systems technology (VAST) alliance, which supplies automotive OEMs worldwide, the main focus of Strattec's Milwaukee, Wis., headquarters is die casting and stamping. The company formed as a division of Briggs and Stratton more than 100 years ago, but today, Strattec designs, develops, manufactures and markets mechanical locks, electronically enhanced locks and keys, and ignition lock housings. Some of the design features

STRATTEC SECURITY CORP.

PROBLEM Part measurement process proved to be a bottleneck for automated cell
SOLUTION Brown & Sharpe One shopfloor CMM from Hexagon Metrology
RESULTS Eliminated tooling backlog, increased accuracy



This view through the Brown & Sharpe One CMM shows how the inspection equipment is integrated in the automated cell as it looks over the 3R Workmaster Linear automation solution.

EDITOR EMILY K. PROBST, eprobst@mmsonline.com

Surround your marketing message with quality, compelling content.

Content marketing is critical. The technically-minded manufacturing buyer turns to and trusts technical content and expert commentary when forming purchasing decisions.

Invest in creating quality content. Promote the availability of that content in places where manufacturers look for solutions. Align your message and your solutions with areas that industrial buyers access when looking for information.



The infographic consists of three interconnected triangular shapes. The leftmost triangle is red and contains a gear icon. The top-right triangle is grey and contains a magnifying glass icon. The bottom-right triangle is blue and contains a document icon. Each triangle contains a text statement. The background features a blue gradient bar on the left and a dark blue gradient bar on the right.

Technology is the most influential factor impacting vendor selection



Technical articles are the most likely selected search return



Technical / editorial content is the most influential factor impacting vendor perception





SOLUTIONS NETWORKING

Manufacturing buyers are not social networkers, they are solutions networkers.

Look at your business as a solutions network. What solution does your technology or service provide? What customers have successfully leveraged your technology or service to achieve a specific solution? Where do your customers and prospects turn when they look to solve a production, equipment or business challenge?

Reporting your brand, your technology and your customers' successes in places that manufacturing professionals turn to solve problems and conduct research is an effective way to solution network.

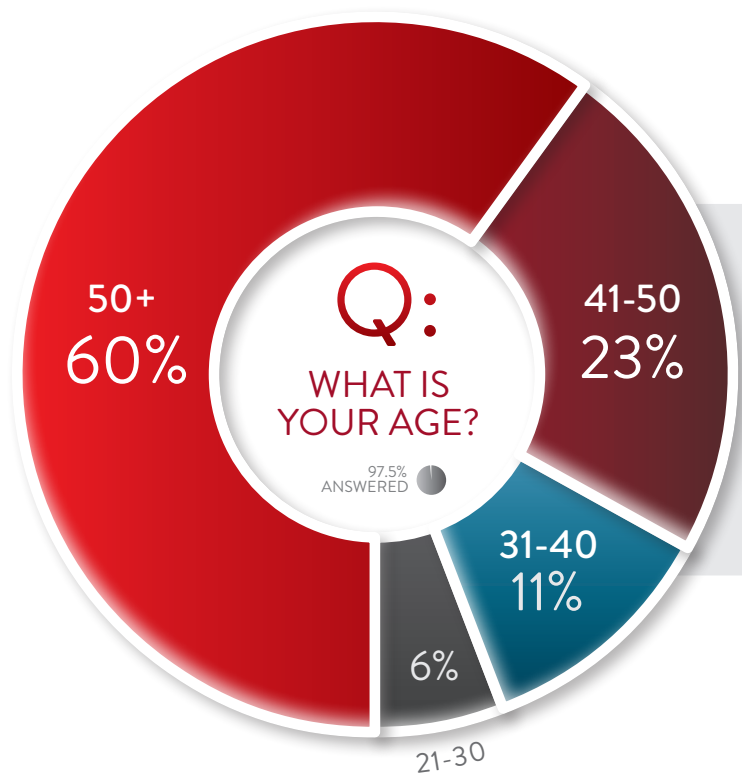
Look at your business as a solutions network.



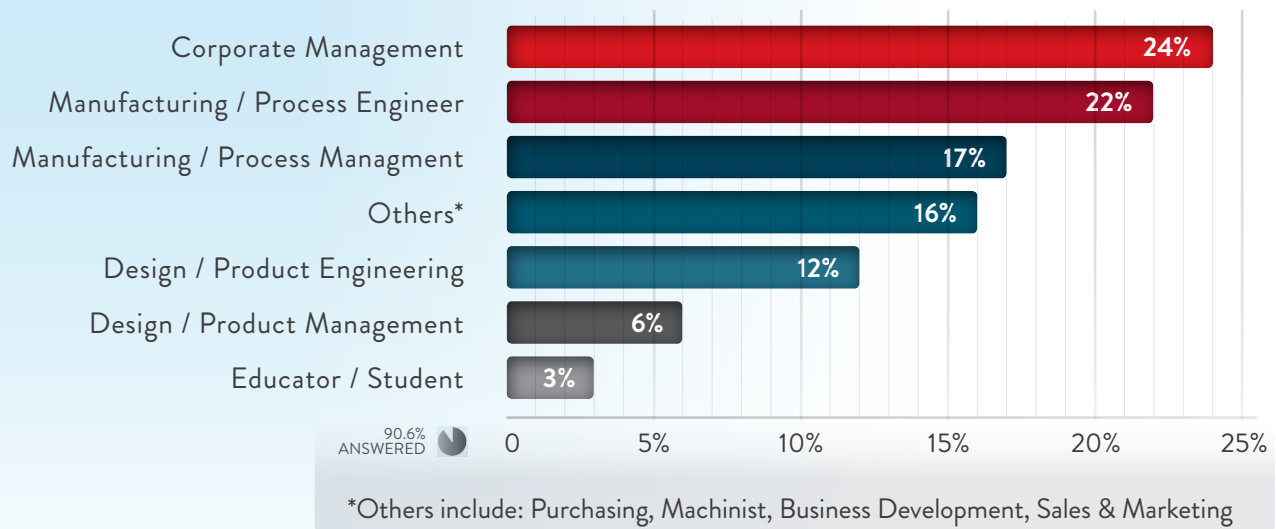


THE MANUFACTURING BUYER

- Is an influential member of senior company management
- Is part of a team of 3 or more who impact purchasing decisions
- Looks for products and services at least once a week
- Uses at least 5 different media to find information
- Prefers trade magazines and websites for finding information
- Values technology and service more than cost
- Carries a mobile device; primarily for email and browsing
- Does not consider social media an effective business tool
- Values brand reputation when making research, vendor and purchasing decisions

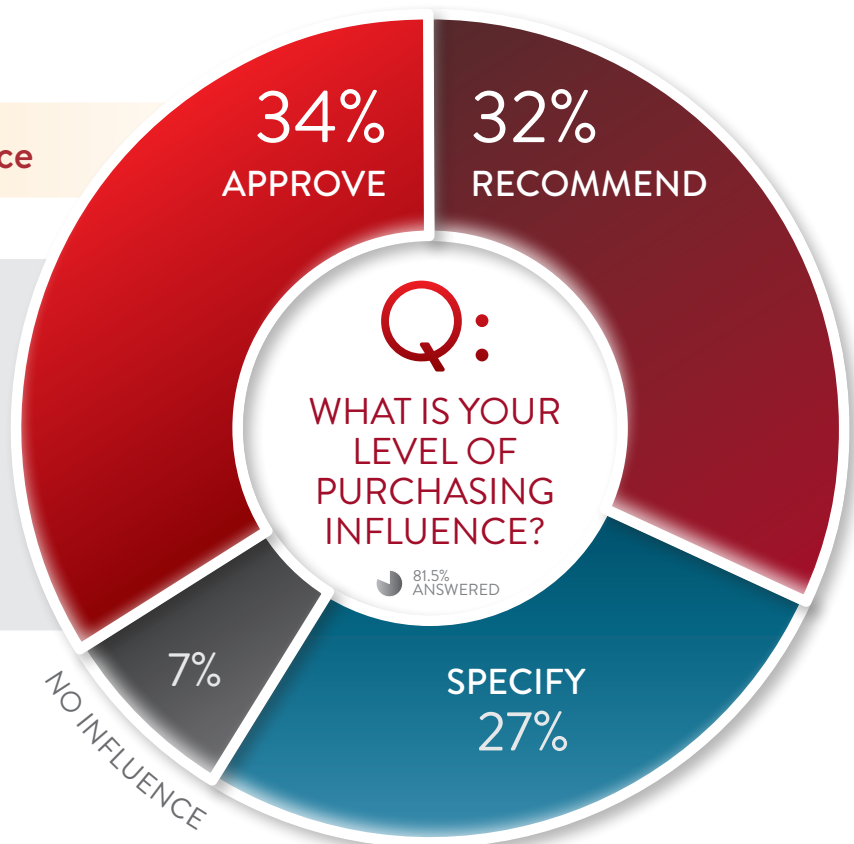


Q: WHAT IS YOUR JOB FUNCTION?



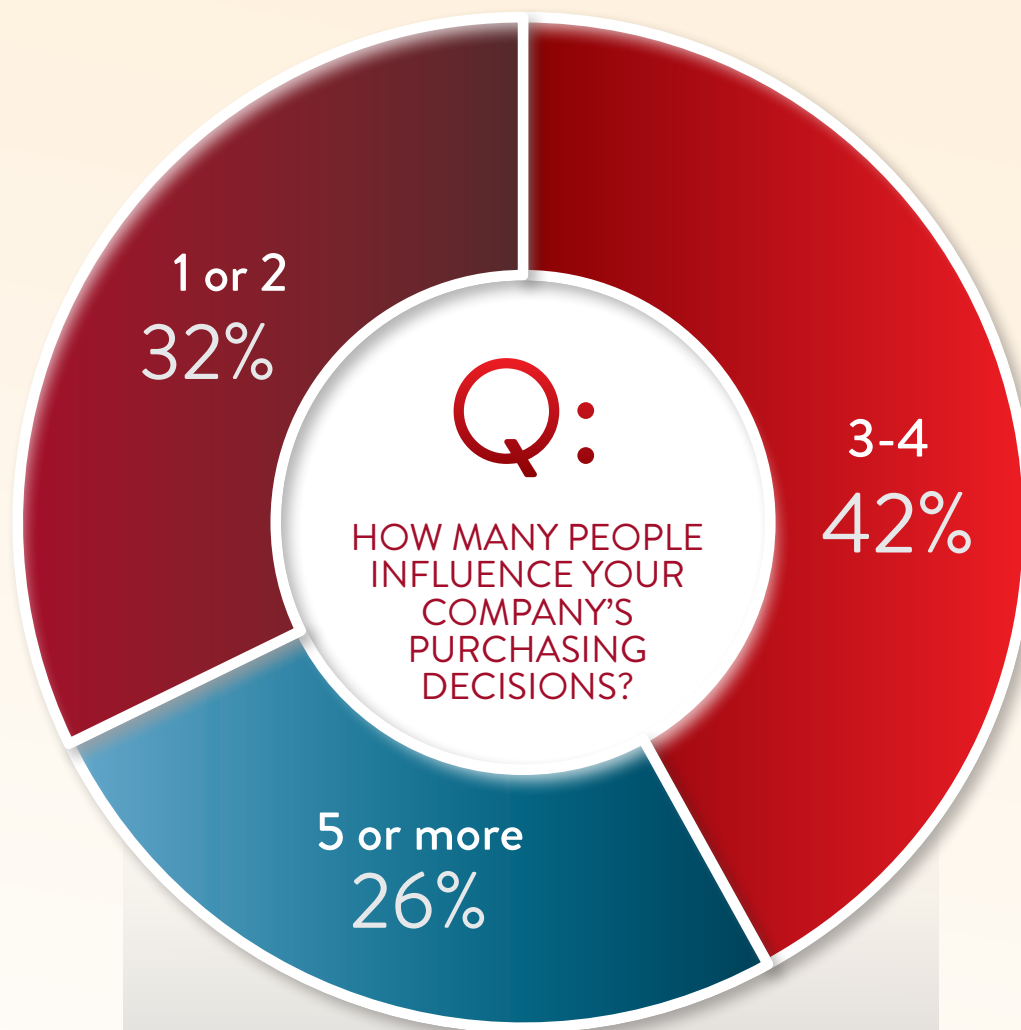
93% Have Purchasing Influence

TAKEAWAY: The manufacturing buyer is technically minded and is more likely to have an engineering background. Industrial marketers need to craft messaging that appeals to technology-driven, solutions-based decision makers. And, place those messages in areas that buyers are most likely to consult when researching a product or process solution.






THE BUYING TEAM



TAKEAWAY: MANUFACTURING BUYERS DO NOT ACT ALONE.

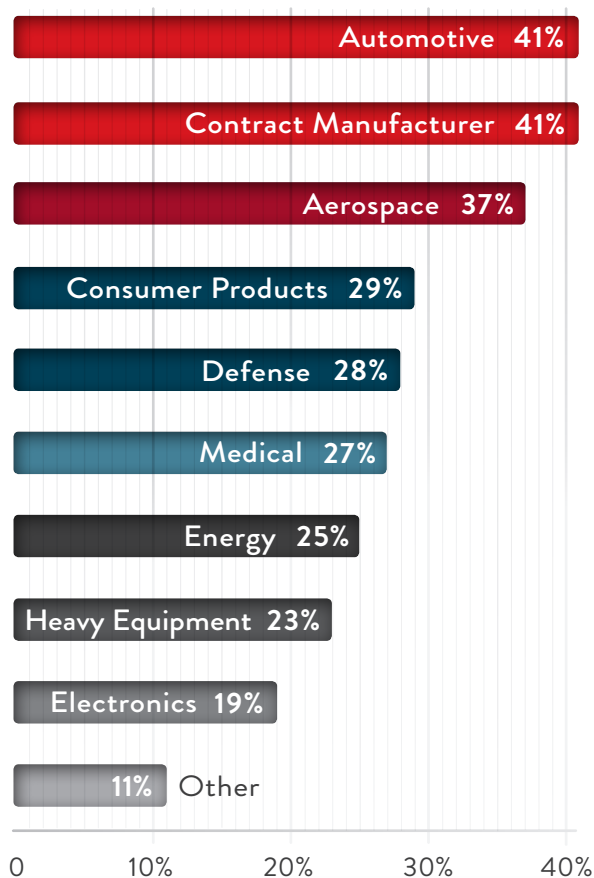
With the average buying team consisting of 3 or more people, it is important that product and marketing messages are present, aligned and integrated in ways that will impact different influencers at different stages of the industrial buying cycle.

 81.2% ANSWERED

COMPANIES



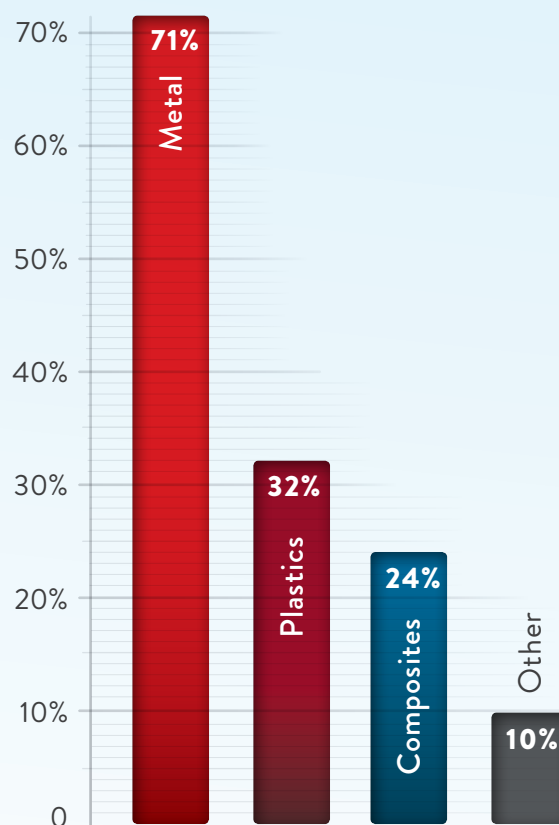
Q: WHAT END MARKETS DOES YOUR COMPANY SERVE?



TAKEAWAY: While manufacturing buyers tend to identify themselves more by materials and processes, there are specific end markets that lead the industrial landscape – specifically, automotive, aerospace and shops producing for multiple industries.

97.3% ANSWERED

Q: WHAT IS THE PRIMARY MATERIAL USED IN YOUR FACILITY?



TAKEAWAY: Metal is the most commonly used material amongst the survey audience. 30% of respondents indicate using multiple materials at their facilities.

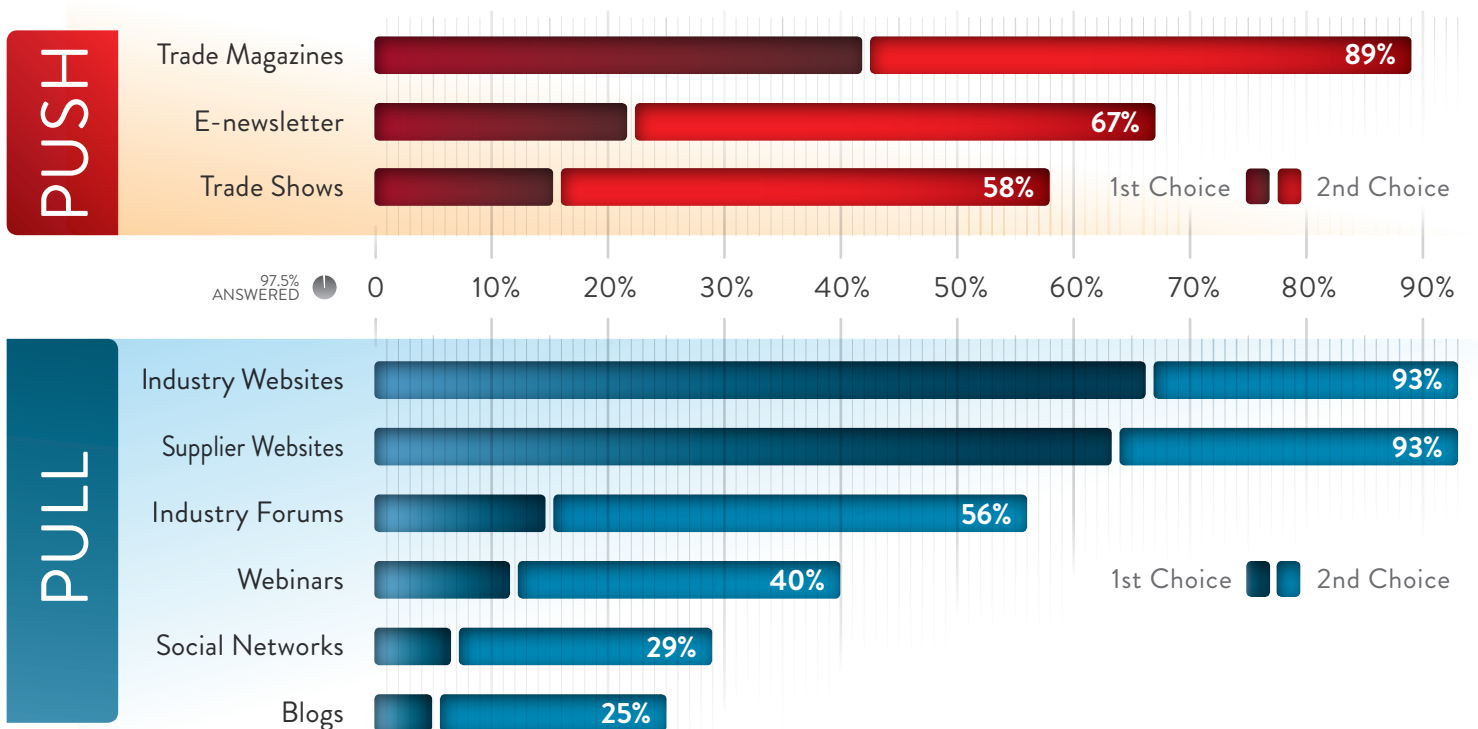
97.5% ANSWERED



RESEARCH & MEDIA

Q: PLEASE RANK THESE MEDIA IN TERMS OF EFFECTIVENESS FOR FINDING INFORMATION.

TAKEAWAY: Manufacturing professionals continue to rely heavily on trade magazines and industry websites to find information. This reliance along with search leads to significant traffic to supplier websites. This trend underscores the importance of an integrated marketing strategy that includes a balance of high-impact, brand building push tactics and solutions-based, lead nurturing pull strategies including optimization of company websites.

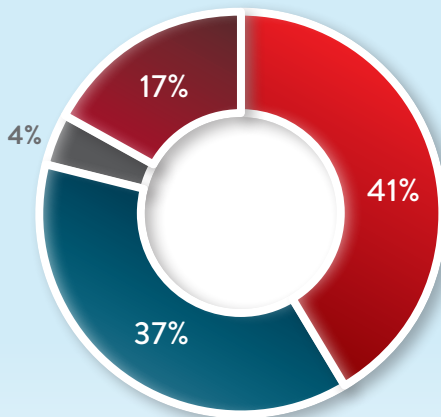




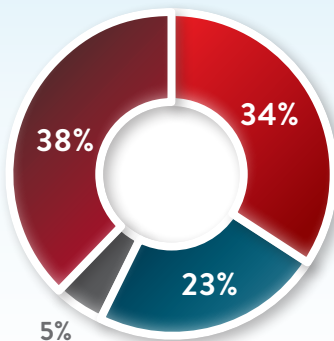
Q: HOW OFTEN DO YOU LOOK FOR INFORMATION?

93.1%
ANSWERED

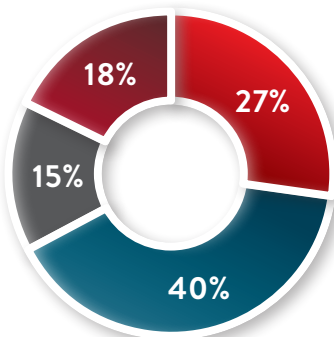
PROCESS TECHNOLOGY AND BEST PRACTICES



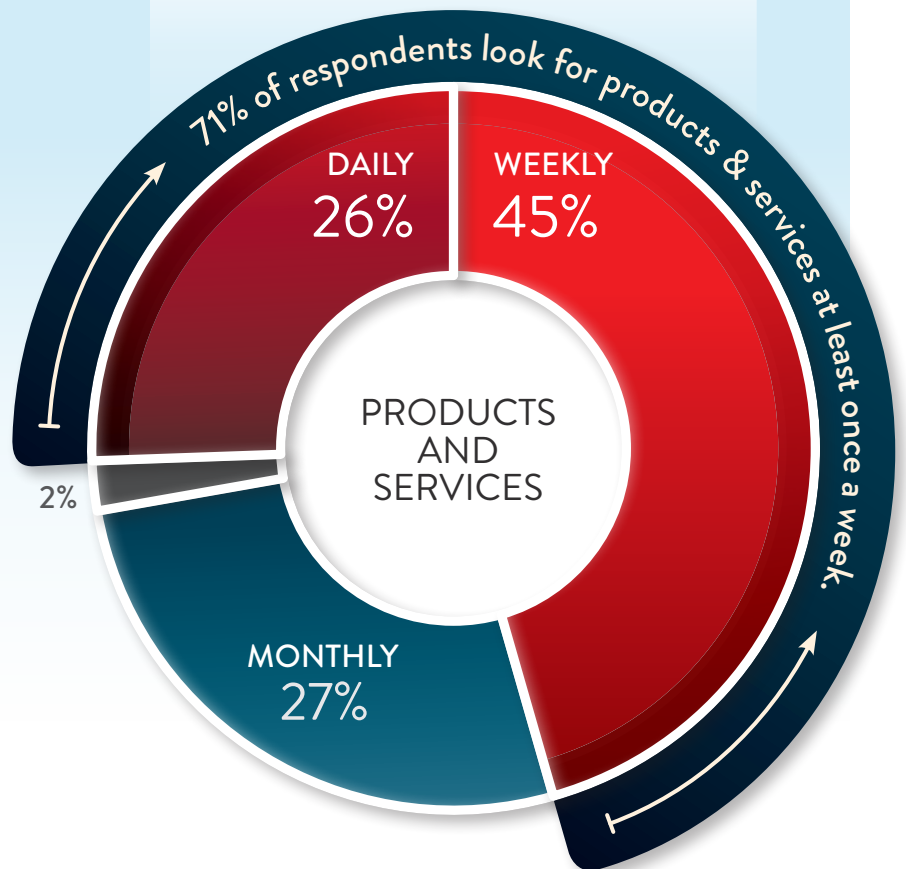
NEWS AND EVENTS



BUSINESS AND MARKET DATA



TAKEAWAY: While manufacturing professionals search for process technology & best practices less frequently, they do so at valuable stages in the industrial buying cycle. When looking for this type of information, their preferred source is trade media.



FREQUENCY

- Daily
- Weekly
- Monthly
- Never



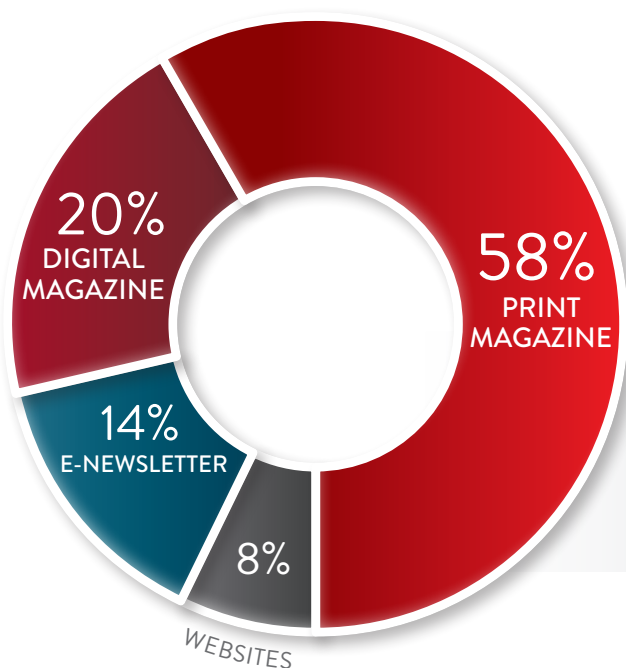
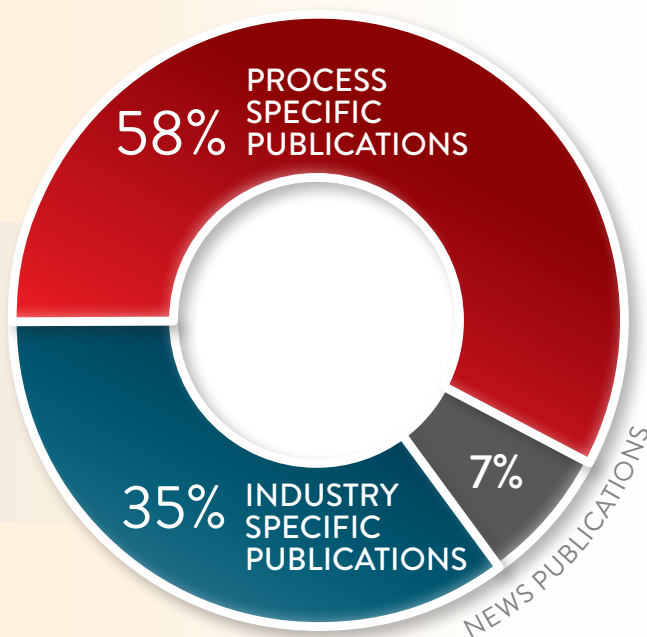
TRADE MAGAZINES



Q: WHAT TYPE OF TRADE MAGAZINE CONTENT DO YOU PREFER?

TAKEAWAY: Tasked with maintaining and improving operations, the technical buyer prefers trade media focused on process challenges compared to news or specific industries.

92.9% ANSWERED



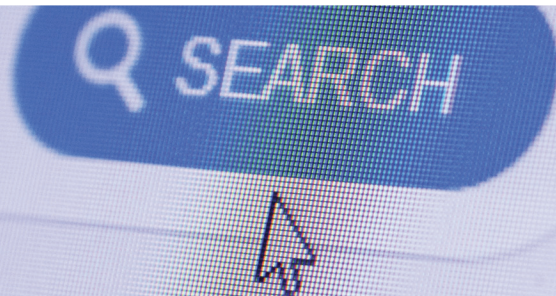
Q:

HOW DO YOU PREFER TO RECEIVE TRADE PUBLICATION CONTENT?

TAKEAWAY: While manufacturing professionals are accessing content across multiple channels, nearly 80% favor information delivered in magazine format.

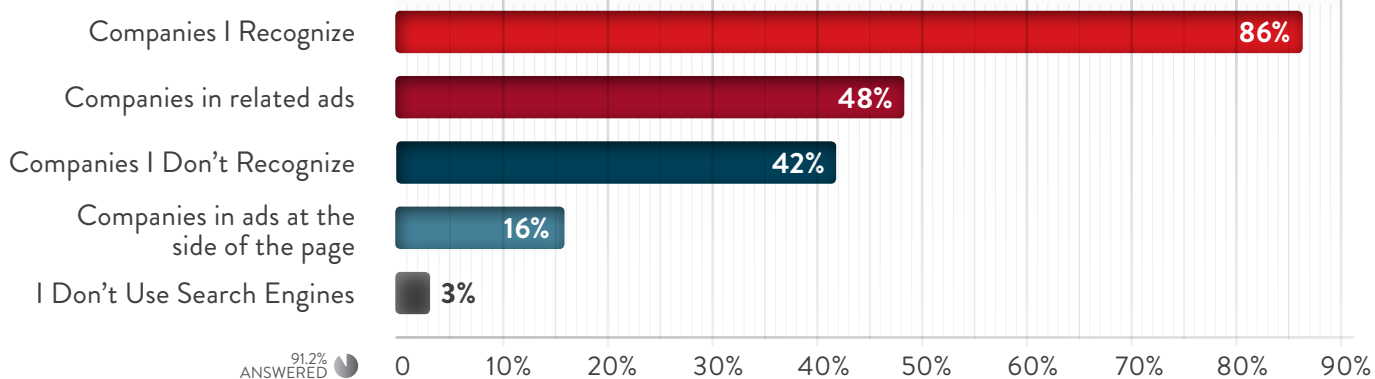
93.0% ANSWERED

SEARCH ENGINES

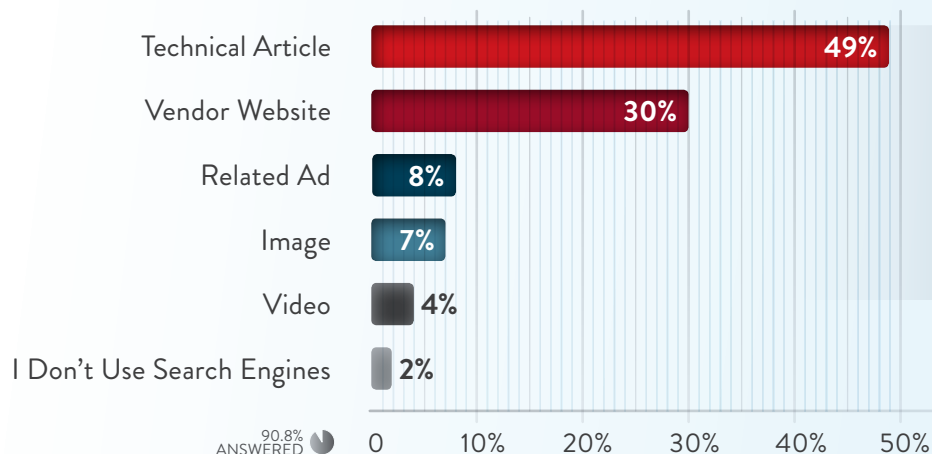


Q: WHICH SEARCH RESULTS DO YOU SELECT?

TAKEAWAY: Brand recognition is an essential component to converting prospects via search. Manufacturers are, by an overwhelming margin, more likely to select a company / source they recognize.



Q: WHAT TYPES OF RESULTS ARE YOU MOST LIKELY TO SELECT?



TAKEAWAY: When conducting research via search engine, industrial professionals turn first to technical articles.

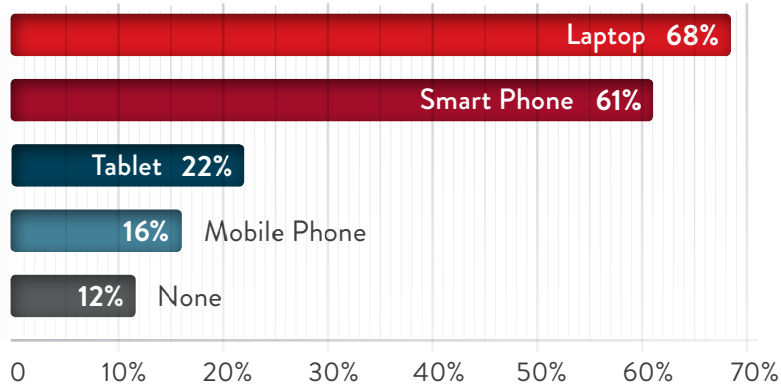


MOBILE DEVICES

Q: DO YOU USE A MOBILE DEVICE?

TAKEAWAY: Overall mobile use didn't increase significantly, but it does appear that more people are carrying multiple devices. Laptops and tablets are the leading growth areas.

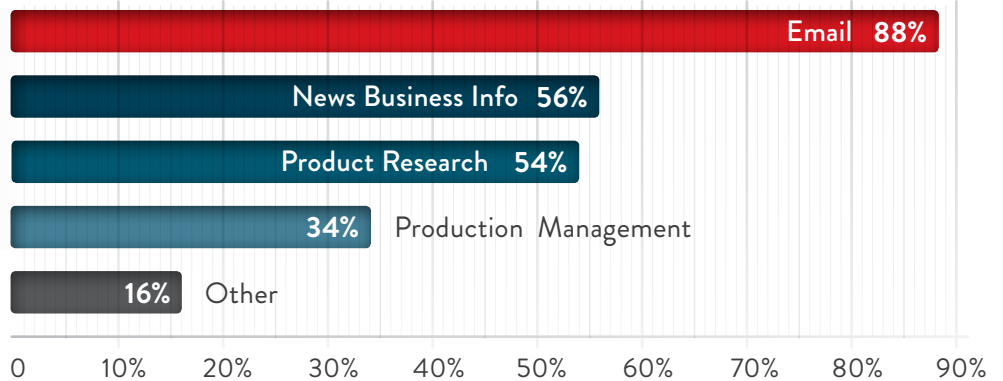
89.8%
ANSWERED



Q: WHAT DO YOU USE MOBILE FOR?

TAKEAWAY: Industrial marketers need to consider the impact of mobile when developing their integrated marketing strategies.

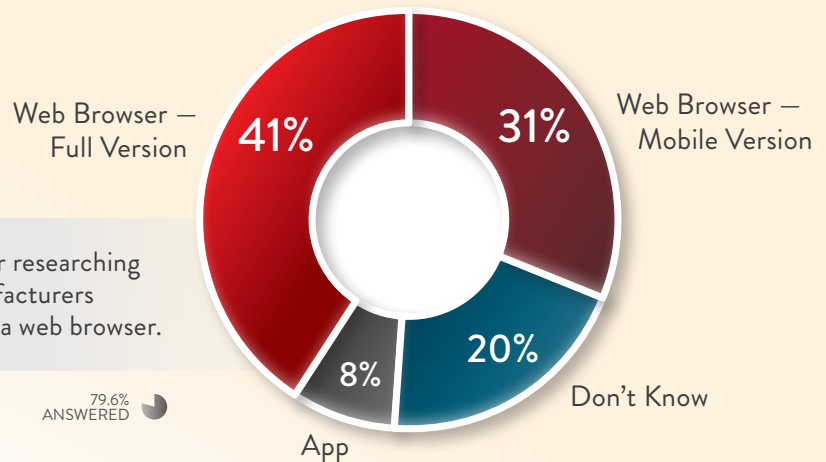
74.7%
ANSWERED



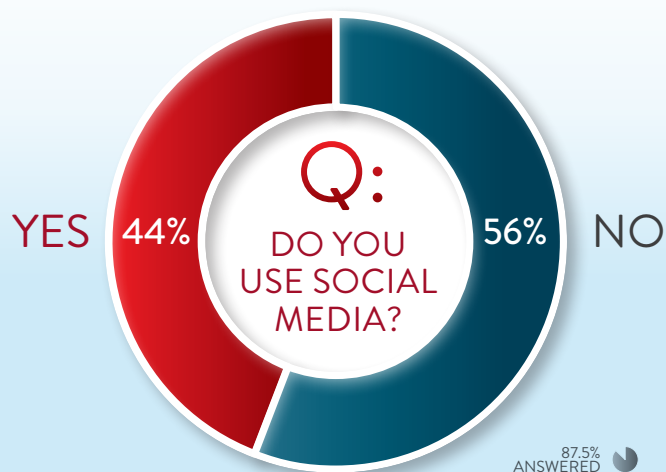
Q: HOW DO YOU PREFER TO ACCESS MOBILE WEB CONTENT?

TAKEAWAY: When browsing or researching on their mobile devices, manufacturers prefer to access content from a web browser.

79.6%
ANSWERED

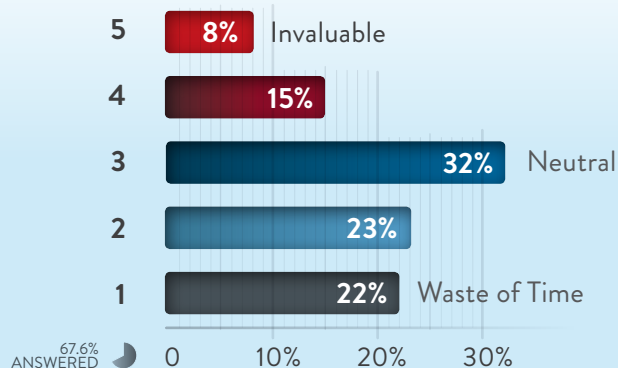


SOCIAL MEDIA



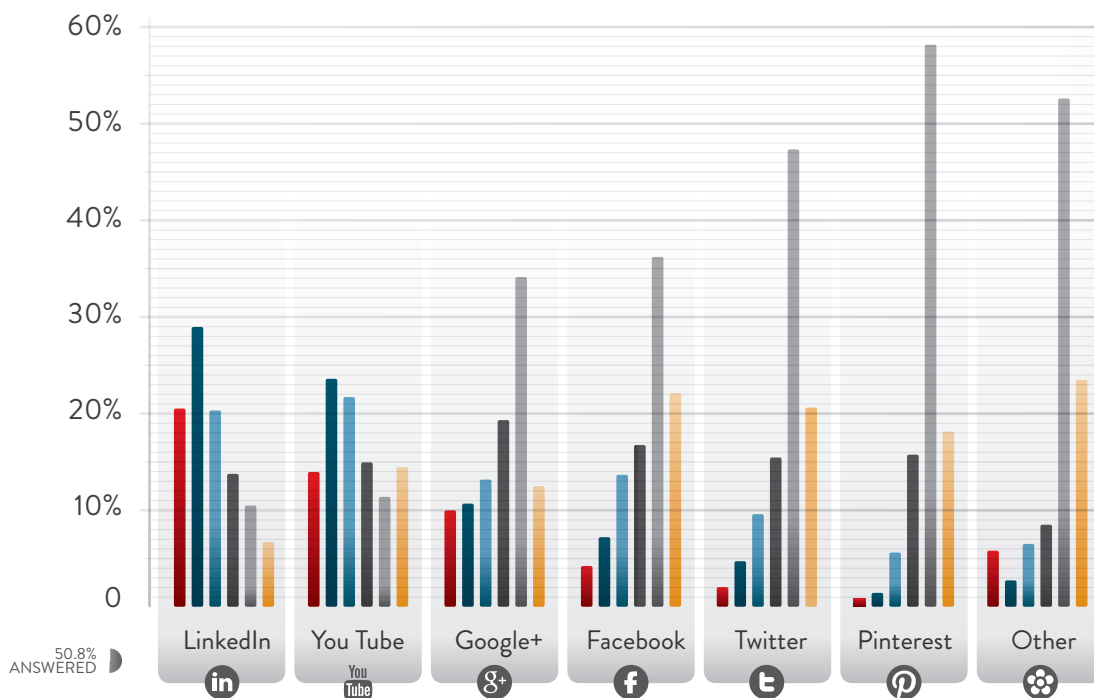
TAKEAWAY: Social media adoption increased for the fourth consecutive year, but is still used by less than 50% of the total audience.

Q: WHAT IS YOUR GENERAL IMPRESSION OF SOCIAL MEDIA AS A BUSINESS TOOL?



TAKEAWAY: Despite increased adoption, the perception of social's usefulness continues to fall below average as a business tool and information resource.

Q: RANK THE VALUE OF EACH OF THE FOLLOWING SOCIAL MEDIA SITES.



TAKEAWAY:

Marketers looking to maximize return on their social investment should look to LinkedIn and YouTube.

LinkedIn is the most open resource amongst social sites.

It's important to note that Twitter and Facebook are blocked at nearly 20% of the companies surveyed.

INFLUENCE RANKING

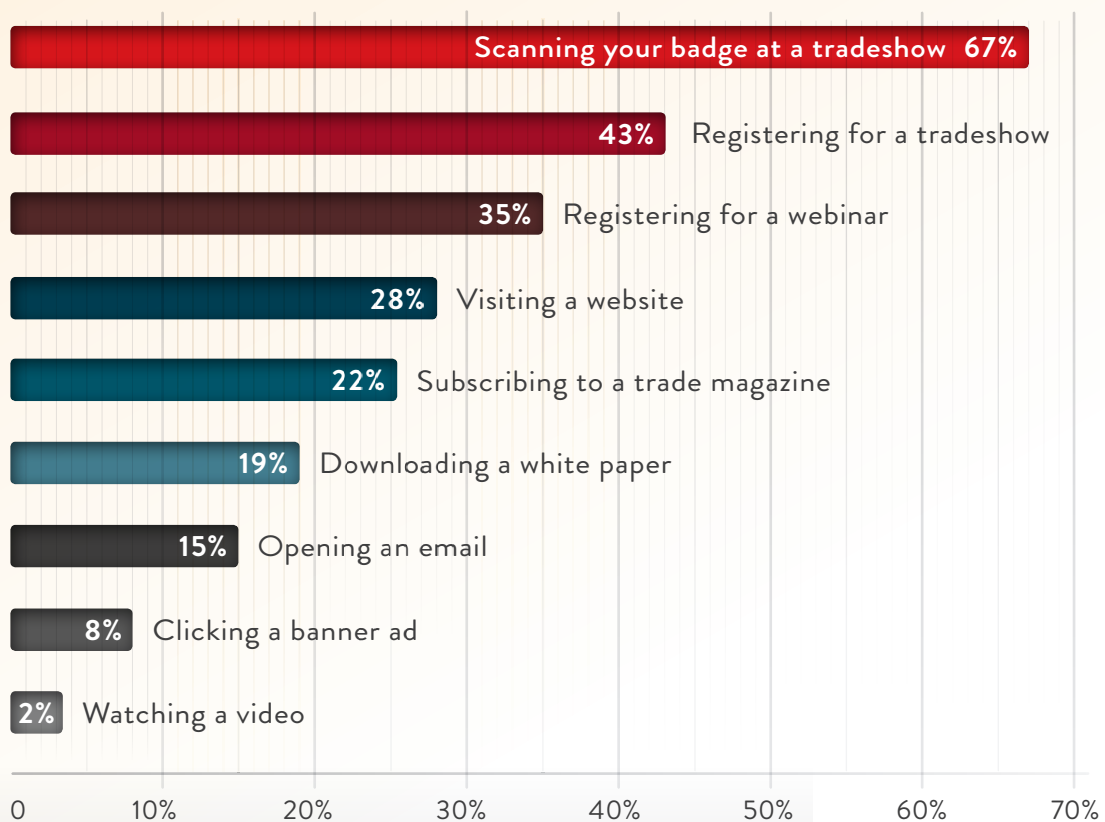
- 6. Invaluable
- 5. Somewhat Invaluable
- 4. Neutral
- 3. Somewhat Wasteful
- 2. Waste of Time
- 1. Blocked



VENDOR SELECTION



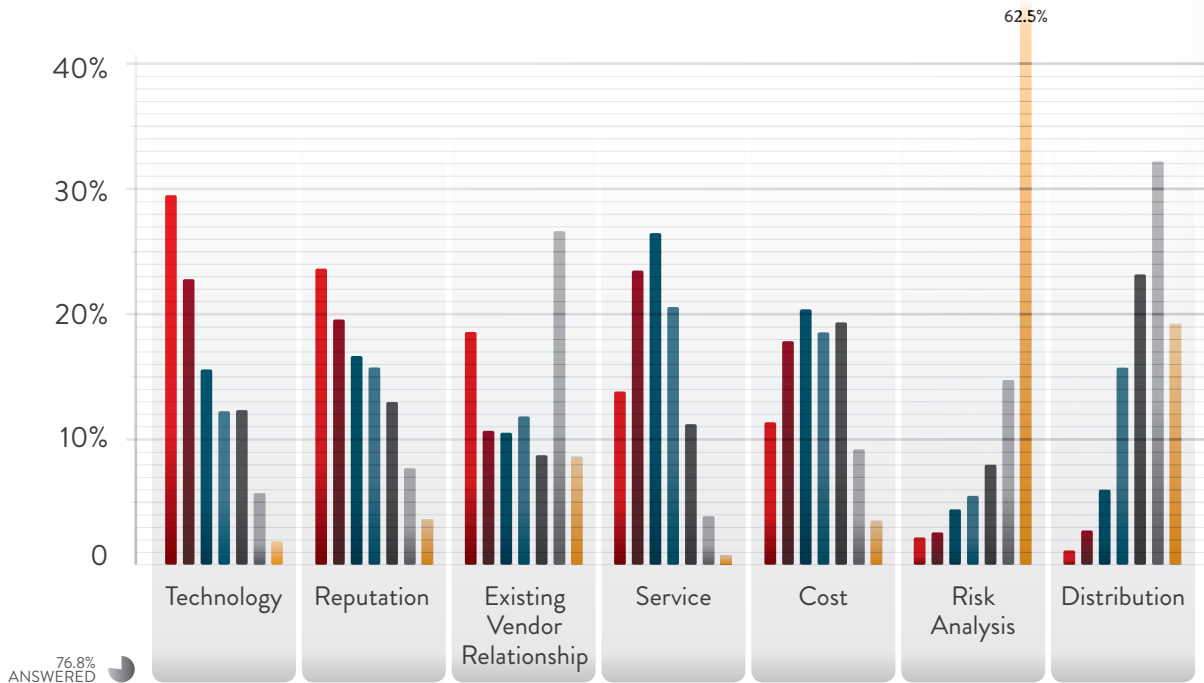
Q: AFTER WHAT ACTIONS DO YOU EXPECT TO BE CONTACTED DIRECTLY BY A SALES REPRESENTATIVE?



TAKEAWAY: Registration-based media continue to rank lower on accessibility and information effectiveness, but they are amongst the primary means buyers used to reveal themselves to vendors.

68.8% ANSWERED

Q: RANK THE FOLLOWING IN TERMS OF MOST INFLUENTIAL IN SELECTING A LIST OF POTENTIAL VENDORS?

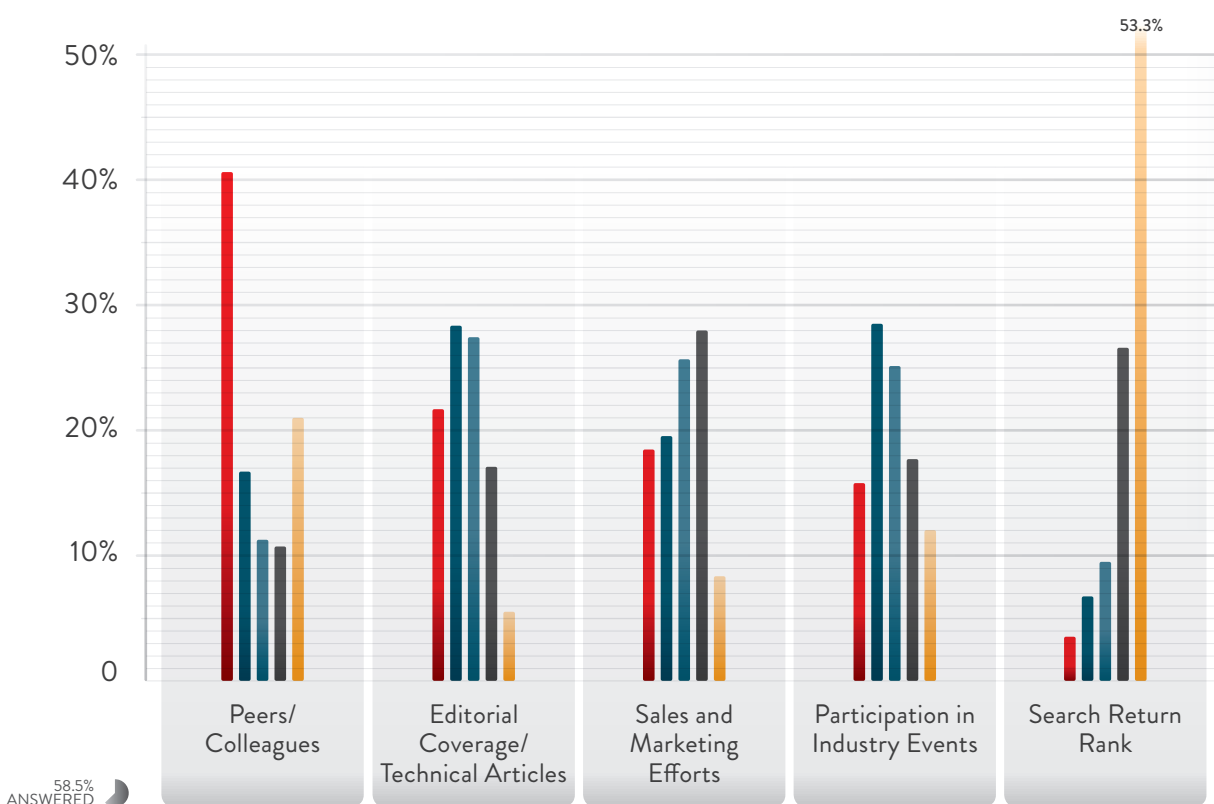


TAKEAWAY: Cost remains a vital component in vendor selection, but as technically minded buyers research and consider vendors they first rely on a potential suppliers brand attributes – technology, service & reputation.

INFLUENCE RANKING

- 7. Most Influential
- 6. Highly Influential
- 5. Somewhat Influential
- 4. Neutral
- 3. Slightly Influence
- 2. Low Influence
- 1. Least Influential

Q: RANK THE FOLLOWING IN TERMS OF MOST INFLUENTIAL IN FORMING YOUR PERCEPTION OF A VENDOR?



TAKEAWAY: Except for search return rank, all the factors listed had a significant impact on perception. Editorial coverage and word of mouth were the most influential by a slight margin, but the results show that buyers consider everything they see when forming perceptions.

INFLUENCE RANKING

- 5. Most Influential
- 4. Somewhat Influential
- 3. Neutral
- 2. Slightly Influence
- 1. Least Influential



2014

MEDIA USAGE IN MANUFACTURING

MARKETING STRATEGY,
SURVEY RESULTS AND
BUYER ANALYSIS



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