



CASE STUDY

Fueling Brady's manufacturing 4.0 journey with creative and media excellence

elevationb2b.com



elevationmarketing

BACKGROUND

Brady Corporation: Leading the way in safety and pioneering manufacturing 4.0

The Brady Corporation is a global leader in safety, identification and compliance equipment. They make a wide range of high-performance specialty labels, signs, benchtop and portable printers, floor tape, lockout/tagout kits, pipe and valve tags and much more.

Founded in 1914 as a small sign painting shop in Milwaukee, Wisconsin, today **Brady has grown into a \$2 billion multinational manufacturer** and marketer of products that help protect people and equipment at work in hazardous industrial and manufacturing environments.

Brady boasts a diverse client base serving customers in manufacturing, construction, aerospace, telecommunications, healthcare, electronics assembly, oil and gas, mining, distribution and many other industries. If you see

a caution tag on a valve, a hazard label on a wire, pipe or vehicle, or a lockout on a circuit breaker, chances are it's a Brady.

Brady sells to customers through its branded eCommerce site, a direct field sales force 400 strong and via distributors like Grainger and Fastenal. Brady has a large internal team of Marcomm professionals to support these sales channels and retains a creative ad agency.

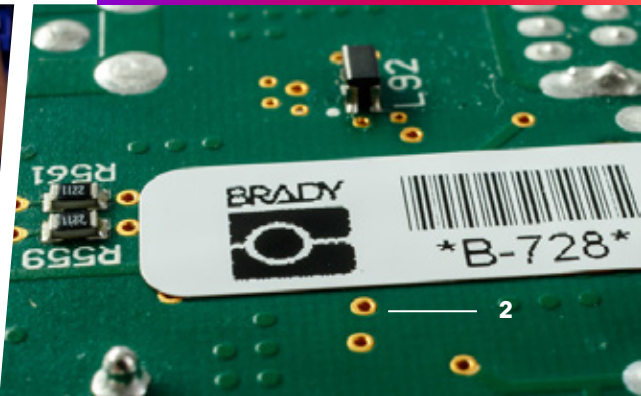
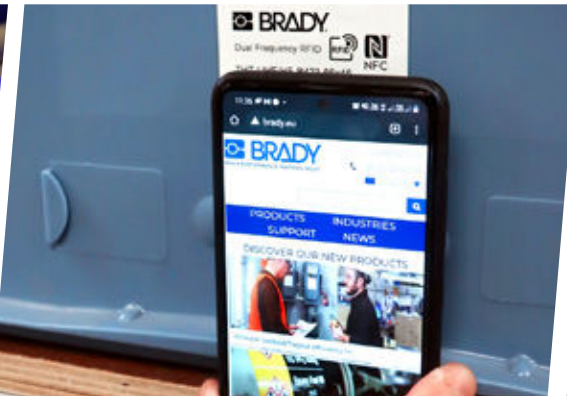
Recently, the company started a push into the intelligent manufacturing space, a.k.a. Manufacturing 4.0, acquiring several companies with optical and RFID scanner technology and software. The new business unit would be launching a fully connected industrial track-and-trace solution targeted towards manufacturers,

bringing cloud-based data-driven efficiencies to the supply chain and the factory floor.

Brady had the resources in place to develop a campaign that would highlight their shift to a technology-driven provider of intelligent manufacturing solutions, positioning the corporation as a thought leader in the growing quality assurance (QA) space. As a strategic B2B media services agency, Elevation Marketing was initially brought in to execute the media plan.

Our specialization in B2B digital marketing uniquely qualified us to support Brady's campaign, leveraging our experience in the intelligent manufacturing sector to effectively communicate their technological shift and leadership in QA.

Through a series of acquisitions Brady was pivoting from a traditional manufacturer of industrial safety and compliance tools to a technology-driven provider of intelligent manufacturing solutions





CHALLENGE

Hit the mark without missing deadlines



Given Brady's longevity, they had built substantial brand capital and loyalty among B2B customers for their traditional ecosystem of industrial signs, printers, labels and consumables. But Brady was not yet well known for workflow automation and the advanced track-and-trace capabilities its new RFID and optical scanning products would enable.

Further, time was a limited resource. Brady's new intelligent manufacturing solutions were just a few months from launch with a hard go-to-market date, and the buying cycle for solutions like these is typically eight to 12 months out. Brady wanted pre-launch messaging to generate buzz in the sales pipeline while these next-generation solutions were being finalized, with the full campaign ready to hit the ground running at introduction.

The campaign would feature recurring thought leadership content on the Brady website while also leveraging paid search, programmatic display and social media advertising with highly targeted creative to promote the Brady brand and its new intelligent manufacturing solutions.

Development time would be compressed into a matter of weeks. Speed of execution would be critical.

Elevation got to work on the media plan developing KPIs, identifying new trade publications and building a comprehensive digital media strategy roadmap for the ensuing 12 to 24 months to align the expected creative with purchaser behaviors. We performed extensive qualitative and quantitative media research to uncover the insights necessary to find the best vehicles and channels to drive predictable outcomes.

Meanwhile, Brady's creative partners went to work on the advertising executions.

Unfortunately, their results did not align with Brady's vision for its new intelligent manufacturing solutions.

The concept was too promotional. The executions looked dated, and in the words of the client, "screamed B2B in all the worst

ways." They did not convey the broader story of how Brady's next-generation solutions could impact the customers' business or position Brady as the provider of choice. The creative was designed as a single ad rather than a series of communications that engage the audience over time, nor did it offer a graphic foundation that established a thematic element that could be adapted to multiple channels.

Brady realized they needed a full-service B2B agency and asked Elevation to step in and take over creative development in addition to handling the media with one caveat: No delays.

Our end-to-end B2B marketing services, coupled with a strong emphasis on creative innovation, equipped us to take over the reins of creative campaign development. This, combined with our ability to merge data-driven insights with creative prowess made us the ideal partner for this time-critical challenge.

STRATEGY

Get up to speed. Fast.

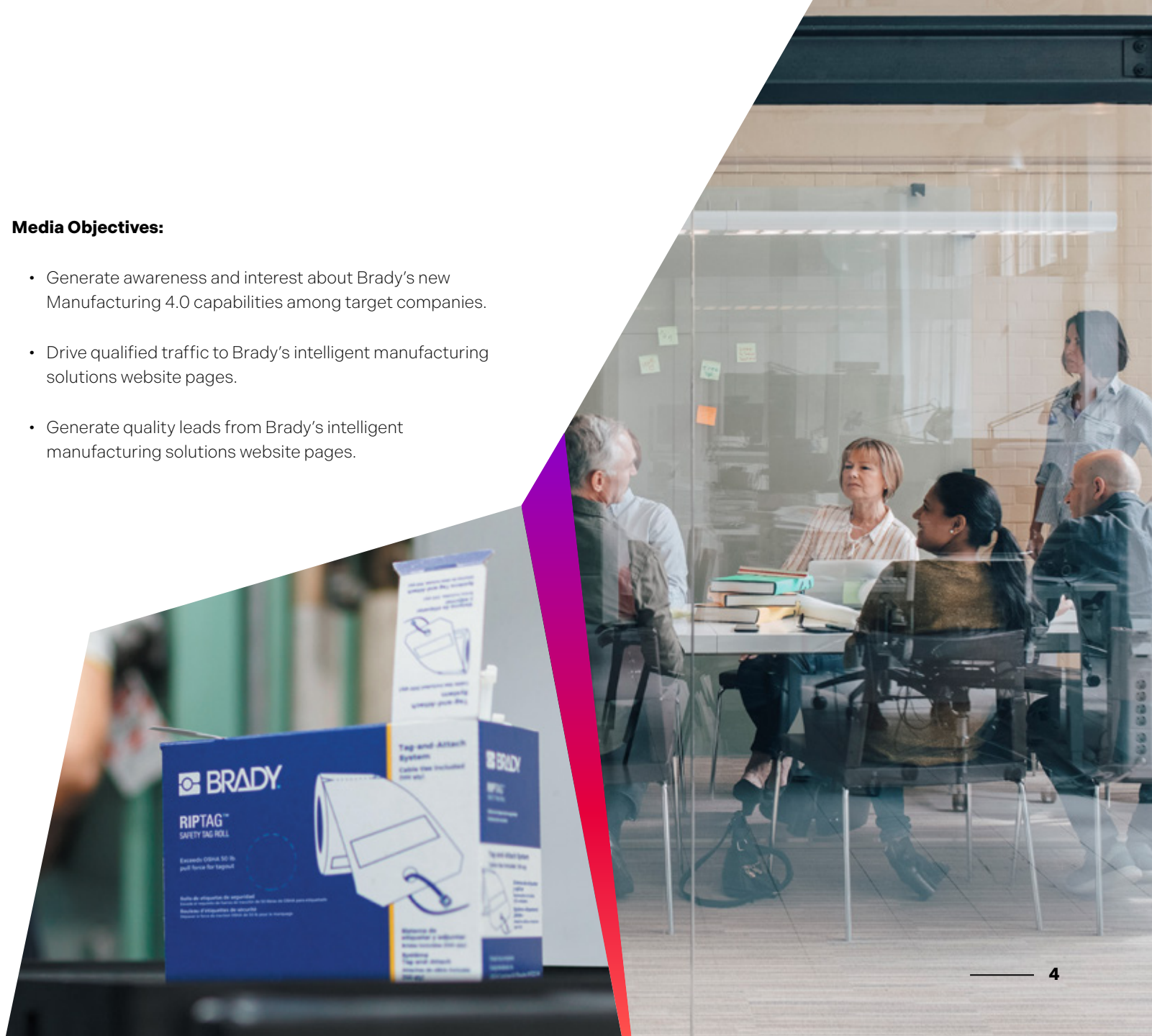
With creative development and media strategy now consolidated and running in parallel over the course of just 6 weeks, the Elevation team had to ramp up quickly. We fast-tracked immersive research and analysis into the Brady brand, existing messaging and competitive positioning. We collaborated with Brady Marcomms personnel to expedite the discovery process, working together to identify audience personas and motivations to pinpoint the right message to replace the original creative.

Campaign Objectives:

- **Position Brady as a leader in intelligent manufacturing solutions.** Brady is bringing its experience and expertise to Manufacturing 4.0, beginning with real-time track-and-trace solutions that put manufacturers on the cutting edge of technology.
- **Highlight the advantages of Brady's intelligent manufacturing solutions and the risks of not implementing such advanced solutions.** Brady enables customers to spot and solve for potential manufacturing problems proactively on the factory floor and, after products are out the door, trace them quickly in the event of a recall or defect.
- **Keep Brady top-of-mind for target audiences, so when they are ready to purchase track-and-trace products, they think of Brady first.** Identify industrial plant productivity and safety leaders, operations managers and manufacturing engineers who have not yet implemented intelligent manufacturing solutions in their facility.

Media Objectives:

- Generate awareness and interest about Brady's new Manufacturing 4.0 capabilities among target companies.
- Drive qualified traffic to Brady's intelligent manufacturing solutions website pages.
- Generate quality leads from Brady's intelligent manufacturing solutions website pages.



SOLUTION

Manufacturing, Elevated

The Elevation team developed a campaign that would address the buyer's journey from brand awareness to discovery, engagement and retention. We chose select media channels to communicate the Brady story and reach the target audience while at work and at rest. This "always on" approach would ensure top-of-mind awareness and offer multiple ways to communicate the message and analyze results.

We targeted specific industries and enterprises using the North American Industry Classification System (NAICS), the standard for classifying business establishments in the U.S. for statistical purposes. NAICS groups businesses into industries according to similarity in the processes used to produce goods or services and can filter companies by size. This made it easy for us to segment the audience, identify companies with over 300 employees (a criteria set by Brady) and modify creative messaging by industry.

Brady, a newcomer to the Manufacturing 4.0 market, focused on targeting customers without existing track-and-trace solutions. They strategically avoided targeting businesses already using a competitive provider. Therefore, our approach aimed to lean into the reader's aspirational goals by introducing technology that would offer a novel experience. We needed an intriguing graphic to pull at threads of curiosity and entice the target audience to take the journey. The campaign would expose decision-makers to the new world of cloud-based manufacturing efficiencies made possible only through Brady. The **triangular sphere** was conceived as the key visual featuring the vibrant, sharp imagery that is associated with technology innovation.

The sphere concept tied to the tagline, "Manufacturing, Elevated," provided a solid foundation for our creative efforts. It offered the flexibility to port the creative into different platforms, allowing us to incorporate dynamic elements like animation. Content and taglines would emphasize 360° visibility into the entire manufacturing environment for real-time incident response and enhanced production flexibility. The use of triangular shapes representing Brady's diverse vertical markets coming together to form a sphere aimed to connect Brady's solutions with the audience while conveying a sense of endless possibilities.

Manufacturing, Elevated

Adjust to what's happening when it's happening and plan for whatever tomorrow brings

 BRADY

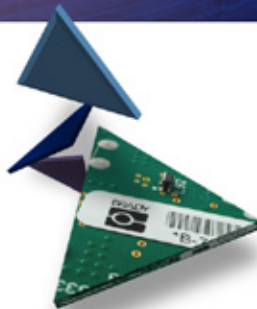
Effective B2B marketing is never a single advertisement, but rather a series of touchpoints that must engage the audience over time

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INTELLIGENT MANUFACTURING Manufacturing, Elevated

Connect your operations and future-proof your organization.
The visibility you need to revolutionize your operations.



Intelligent manufacturing solutions

Drive efficiencies by optimizing data exchange and delivering real-time actionable insights

Like nearly everything in today's world, manufacturing operations are going through a radical transformation. The industrial revolution brought us electricity and assembly lines. The automation revolution brought us more advanced electronics and computer systems. The new intelligent revolution has modern manufacturers recognizing the next level of technology implementation – and it starts with connected systems, internet of things applications, cloud computing, and improved communication networks. That may sound complicated, but it doesn't have to be. The concept is simple. By implementing modern methods of identification – such as advanced barcoding & labeling technologies, RFID, machine connectivity, and business system integration – organizations are now unlocking a level of visibility into their operations that has only recently become possible.

The visibility you need to revolutionize your operations:

- **Real time information** – know what's happening when it's happening – and why
- **Operational flexibility** – adjust quickly to changing production needs
- **Seamless productivity** – manage assets and inventory historically and scale on demand
- **Customized solutions** – easily customize data exchanges and workflows

Build your smart factory with a trusted manufacturing partner who's uniquely positioned to grow with you

For over 100 years, Brady has worked side-by-side with our customers to deliver high-performance identification solutions, solve tough manufacturing challenges, and design for what comes next. We are a global manufacturer of identification hardware, materials, software, and solutions. We bring all of these components together into an ecosystem specifically designed to deliver the next generation of digital identification solutions. By designing and developing these components to be integrated from the start, we're doing what we've always done for our customers – delivering high-performance identification solutions when performance matters most. We're eager to talk with you about what a more intelligent manufacturing environment may look like for you.



Get connected with everything you need to stay in the know about Intelligent Manufacturing – delivered right to your inbox.

Last Name

Email Address

SUBMIT

What you need to know. When you need to know it. From a name you know and trust.

There are three primary pillars to Brady's approach to smart manufacturing.



RFID vs. Barcode for Asset Tracking: How to Make the Right Choice for Your Business

From consumer products and food packaging to pipe fittings and hazardous material containers, just about anything has some sort of label affixed to it that conveys important information that buyers, sellers or manufacturers need to be aware of. When it comes to labels with barcodes or QR codes, but the technology that gives this labeling some extra oomph.

- It's important to understand the differences between barcode labels (affixed to a surface) and RFID labels (that "float" there) because how they will be used, the what, why, when and where – make a big difference. Both barcodes and RFID readers are used in integrated manufacturing solutions. Barcodes often serve to identify the location of production orders, report quantity of raw materials, and help with the completion of material goods. RFID can perform similar functions, but it allows for more dynamic, improving accuracy and automating the work.
- Before we get started, it's important to note that we are talking about **asset tracking, not inventory tracking**. They are not the same thing. Asset tracking is the ability to locate an asset before it is or where it is, which is most commonly used to perform a function or provide a notification. Inventory tracking is the monitoring of the volume of many of the same items, like the number of SKUs, when things are sold.
- In this blog, we'll go over:**
- What asset tracking can be used
 - Basic differences between RFID reader and barcode scanner technologies
 - RFID to consider other (existing) between the two
 - Types of labels and tags used with barcode systems and RFID readers in use cases
 - Types of barcode systems and RFID readers in use cases
 - What barcode system and tag reader software can do for your business.

Brady Corporation offers a wide array of asset tracking hardware, software and services, and one of our specialists can help you decide which system will best meet your needs.

CONTACT US TO LEARN MORE

How Asset Tracking Can Be Used

- There are many uses for asset tracking. We want you to think about all of them, but first let's see a few that can get you started thinking about how you can use barcode readers and/or RFID readers for higher frequency, identifiable operations in your business.
- Tracking high-value assets that tend to get lost, misplaced or stolen
 - Tracking assets that get damaged but whose components aren't always tracked
 - Tracking assets that should be kept together with other items (e.g., hazardous materials)
 - Tracking assets that are subject to environmental conditions (e.g., temperature)
 - Tracking materials when they leave a particular plant
 - Tracking their assets when a defect is identified or a recall is issued

RFID Reader vs. Barcode Scanner Technology: Basic Differences

- RFID reader and barcode scanner technologies can both help a company improve productivity, performance, compliance, safety and security through asset tracking. Here are some of the basic differences between the two technologies.
- | Barcode Scanner | RFID Reader |
|---|--|
| • Operates individually | • Operates multiple tags at once |
| • Limited to paper or adhesive | • Operates on many, readable materials |
| • Requires human direction of light scanner | • Can be used at a distance or through objects |
| • Shows limited amount of information | • Can store complex information |
| • Does not work underground | • Does not require line of sight |
| • Read area is limited | • Read and write simultaneously |
| • Generally less expensive than RFID | • Read and write simultaneously |
| • Barcodes can be easily copied | • Generally more expensive than barcodes |
| • Technology standardized worldwide | • Can be complex to install/integrate |

Labels vs. Tags

Labels are used for identification tracking – they physically stick over items, and you know you can't RFID read them unless you have the right reader. In other words, labels are used to identify items in a way that is not possible with RFID readers. Labels are used to identify items in a way that is not possible with RFID readers.

Choosing the Right Barcode Scanner or RFID Reader Technology for Your Application

- Optical barcode scanner and RFID reader technologies can both help a company improve productivity, performance, compliance, safety and security through asset tracking, but there are distinct differences that require consideration before choosing one or the other. Among the considerations:
- The technology you already have in use
 - The location or space the device will be affixed or attached to
 - The physical environment the asset will be in
 - How the asset will be handled and how long it will last
 - How much complex information needs to be embedded in the tag itself
 - Whether there are regulatory regulations you must comply with

Types of Labels and Tags Used With Barcode Scanners and RFID Readers

There are hundreds of different types of labels and tags that can be used with barcode readers and RFID scanners, each with its own advantages and limitations. They are used to identify items in a way that is not possible with RFID readers.



DELIVERABLES

Quickly transforming insights into predictable outcomes with bold creative

Once the theme and concept received a resounding stamp of approval, we created a series of targeted programmatic advertisements that would touch the Brady audience at different times over multiple devices – desktop, mobile and tablet – throughout the day.

Creative Executions

- Animated banner ads
- Programmatic display advertising
- Native editorial-style advertising
- Print ads
- Site retargeting ads
- Paid social media advertising
- Syndicated content
- Landing pages



Media Channels

The media plan optimized spend by only targeting accounts and decision makers that mattered to Brady most, utilizing a mix of channels they frequented most, and verified with transparent account-based and firmographic reporting.

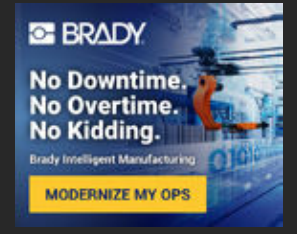
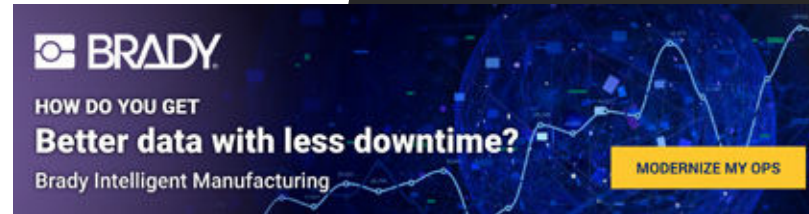
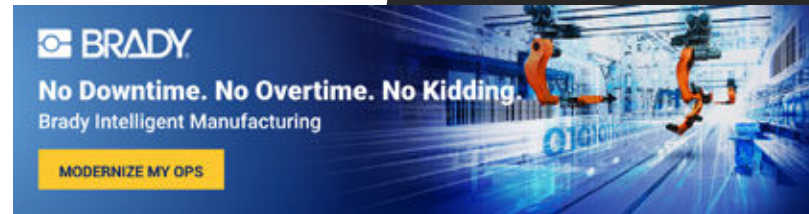
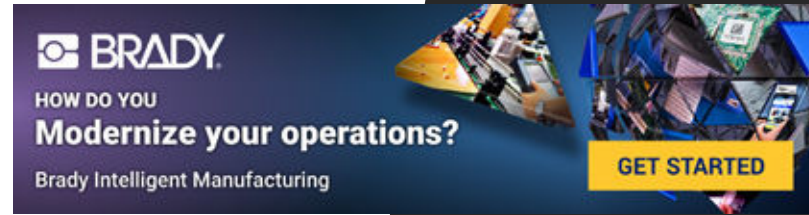
We used **animated banner ads** to build awareness for Brady's new track and trace solutions. Those who clicked on the ad were taken to a Brady landing page for deeper brand immersion. We placed **print ads** and **syndicated content** in digital trade pubs and ran **segmented email campaigns**. The email campaigns were designed to keep current customers engaged and informed about best practices, highlights of upcoming products and marketing events where they could interact with Brady personnel directly.

We deployed **native advertising** linked to thought leadership and relevant news articles on other mainstream sites like Forbes and CNN. Utilizing **paid social media**, we strategically leveraged LinkedIn, due to its prevalence among the target audience. Brady's typical buyer, aged 40 to 55+ with extensive industry experience, values LinkedIn as a knowledge-sharing and peer-consultation tool. This aligns with their strong technology background and high level of education, facilitating engagement with our campaign.

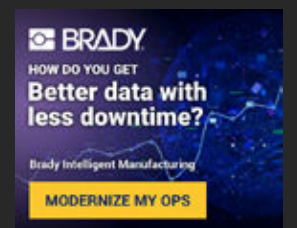
Our channel of choice was **programmatic display advertising** on industry-specific websites and vertical publications we had identified using the NAICS resources and insights from our media research. This was where we directed the bulk of the media budget. We chose Basis as the demand-side platform (DSP) as it offers granular control and sophisticated audience targeting capabilities. Basis works on an auction/highest bidder principle so digital ad buyers can purchase space at the lowest possible cost per impression, thereby optimizing media spend. Plus, the programmatic advertising process is automated; empowering us to focus our efforts on building Brady's brand strategy and quickly pivot to meet changing industry paradigms rather than managing ad placement and bid negotiations manually.

The final piece of the puzzle was **retargeting**, which enabled us to nurture individuals who had previously visited a Brady landing page, keeping the brand top of mind across their online journey.

These channels came together to create a comprehensive media campaign for Brady's new Manufacturing 4.0 solutions that would reach a highly targeted audience with a unified message via multiple touchpoints during the business day.



Digital Ads



INTELLIGENT MANUFACTURING

Complete Smart Solutions



Our world-class technologies bring smart industrial data exchange to your operations — and the software needed to connect it all

We deliver the right hardware for your interconnectivity for when performance matters most. We use your unique expert insights for all your high-performance hardware and integration needs. Then, you can use multiple providers. But we also deliver our combined expertise of Data and Interconnectivity, Production Flexibility and Printing, Barcode Labeling and RFID technologies you need to design the future of your facility. The expertise you're looking for. From the sensor you choose. And the people you choose.

Our experts are here to help enhance your global intelligent manufacturing operation.

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What you need to know. When you need to know it. From a name you know and trust.

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Last Name:

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INTELLIGENT MANUFACTURING

The right tools to unlock the next level of productivity.



- RFID Plus Labeling Solutions
- Comprehensive Label Offering
- Mobility Solutions
- Optical Barcode Scanning Technology
- Edge Computing Plus Hybrid Cloud Architecture
- High Performance Printers
- High Performance RFID Technologies

INTELLIGENT MANUFACTURING

Interconnectivity

Data Analytics



Interconnectivity and data analytics aren't just nice to have — they have the power to revolutionize your operations.

When you have the right data at your fingertips, you can connect business and process capabilities, aggregate information across multiple systems, and enable faster trends and advanced data analysis.

And when it comes to the future, you know "good enough" simply won't be good enough. Many factories are still using an antiquated for data collection needs. By engaging a factory with cutting edge hardware, advanced software, and an experienced team, you can gain better levels of insight than ever before.

Interconnectivity and data analytics are at the heart of intelligent manufacturing. We're here to help you drive improvements and automation. Therefore, we ensure visibility of inventory, cost, and production through a single processing cycle that provides real-time visibility of factory floor to help you have better insight into your operations.

What interconnectivity and data analytics means for you

Enhance operational insights to see what's coming and keep your employees safe with risk in progress. Tracking, and assist your manual manufacturing systems to maximize your operation and get the up-to-the-minute data you need to rise to the occasion and design the future.

Interconnectivity

Gain the most insights and drive productivity by equipping your factory with hardware and software that seamlessly integrates into your business systems. Move beyond the gas, paper, and spreadsheets, and unlock the potential of machine data exchange.

Integration

We've designed our hardware and software tools specifically for industrial data exchange. By enabling standard industrial components, API protocols and standardized API calls, we're streamlining the way transaction management is implemented to make it as easy as possible. Whether you're leveraging our solutions to update your ERP system or you're using a cloud-based asset management platform — we provide the ability to make and seamless exchange data regardless of your current systems.

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The power of integration with Brady

For more information to learn the range of operational technology and information technology software solutions for hardware, printing, scanning.

INTELLIGENT MANUFACTURING

Production flexibility

optimal workflows

the right data to the right people
right time to make. Economically
one ahead of time.



Flexible manufacturing systems let you shift workflows effortlessly

It takes your ability to be proactive with the variables you need to consider in your day-to-day operations. And connect your manufacturing components to meet customer demands, minimize downtime, future-proof and increase or adjust production capacity proactively without incurring excessive costs and resources.

Many companies face challenges in making gains across their factory or from and facility to another. This is due to limited tools, labor and resources along the way. Lack of ability to connect, integrate and scale, results in under utilization and missed production cycles. Through industry innovation, fast information exchange and analysis, a new dimension of flexibility can be realized. This new dimension is planning and controlling production systems can be designed.

The aspects of a Smart Factory in manufacturing

- Enhanced Productivity** — reduce production time, enable better asset utilization, and connect management with higher levels of automation.
- Enhanced Flexibility** — increase the production steps for change or small amount of production.
- Enhanced Quality** — monitor current production in real-time and quickly respond to gaps and defects.

What production flexibility can do for you:

Reduce down time from local operations and other manual processes to automation solutions to better optimize the planning and scheduling of building a product. Reduce the complexity of operations — work with automation — with automated equipment monitoring and process systems. Reduce cycle times and higher quality, quality, energy and throughput. Reduce manual processes, maximize the capacity, maximize and optimized, and maximize equipment and process parameters to increase overall equipment efficiency. You can accomplish all of this, and production flexibility does it all for you.

Flexibility when production requires visibility into the production floor. Our solutions provide these insights by having the data collection and integration tools that help you make better production decisions in real time.

Eliminate Human Error and Automate Processes

- Free up employee time to spend more time on value-added tasks
- Preventive maintenance from customer inventory to monitor manual data flow and monitor cost savings
- Reduce the risk of reliance on institutional knowledge through automation
- Optimize time to replace customer calls

See what these solutions for efficiency are doing.

Boost Productivity

- Maximize asset utilization and maximize downtime
- Eliminate waste and reduce labor inefficiencies
- Manage supply network costs and optimization
- Ensure both schedule and product quality and accuracy

Reduce Risk

- Reduce risk to meet your own stability
- Improve safety and reduce efficiency

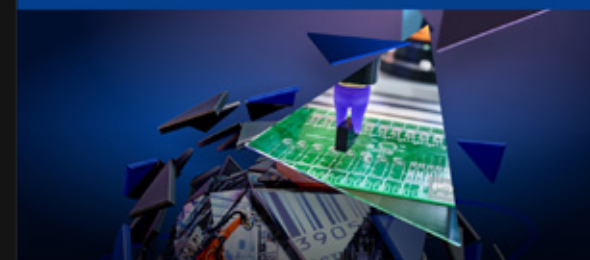
Ensure continuity of supply

- Gain inventory management
- Eliminate the need for manual production schedules and control of production
- Free up capacity, reduce lead to plan improvements

Website subpages

Email Template

BRADY. Labels Printers Tape Lockout Software Signs



Thank You Headline for The Email Response

Learn how our solutions can help you improve your operations, reduce downtime, and increase productivity. We're here to help you get the most out of your investment in Brady solutions. Contact us today to learn more about our solutions and how they can help you improve your operations.

Production Flexibility

Assign, troubleshoot and optimize your assets instantly for faster, more efficient operations.

- Adjust ready to changing customer demands
- Scale production up and down cost-effectively

[LEARN MORE](#)

Advanced Analytics

Analyze real-time data across your operations to make well-informed decisions, fast.

- Self-service, advanced analytics on demand
- Easy to use, mobile-friendly dashboard with customized KPIs

[LEARN MORE](#)

Optic & RFID Technologies

Strengthen your track and trace capabilities with smart labels, sensors and technologies.

- Customizable RFID labels with embedded sensors
- Universal API for faster development and lower integration costs

[LEARN MORE](#)



BUSINESS OUTCOMES

Outstanding results in record time

Merging new creative into a media campaign in progress is no small feat, especially when timelines are tight, and you've been asked to jump in and revise creative on the fly. The Elevation team was up to the task and delivered outstanding results in record time, adding mobile and dayparting to the original media plan to reach the target audience outside of working hours.

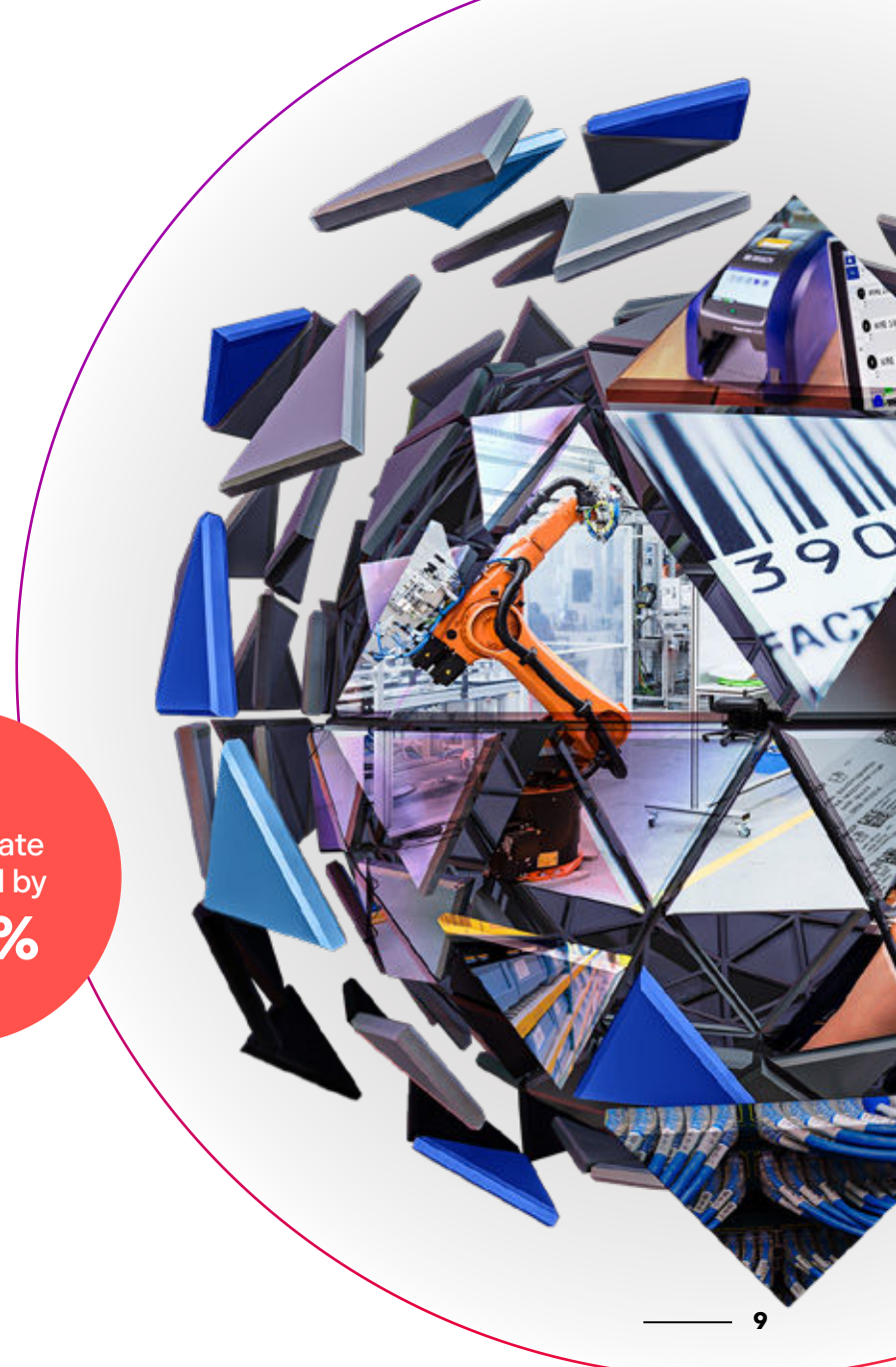
The new creative delivered in overlapping channels optimized for the target audience helped drive better customer engagement opportunities for Brady. Within the first 30 days after the launch of the new campaign:

Overall clicks increased
232%

Increased mobile and dayparting clicks by
77%

Click through rate increased by
500%

These results underscore the power of strategic media planning and creative optimization. By aligning our efforts meticulously with Brady's unique requirements and market dynamics, we achieved exceptional results within a remarkably short timeframe. This success heightened awareness of Brady's advanced solution and positioned the corporation as a leader in the Manufacturing 4.0 sector.



ABOUT ELEVATION

Full-Funnel Marketing Solutions for Today's B2B Buyers.

Elevation Marketing creates meaningful customer engagements and sustainable results through data-driven, digital-first solutions that inspire change, motivate action and deliver predictable outcomes. Whether it's brand, demand, ABM, channel or sales enablement, we are experts in connecting brands to people and performance through end-to-end B2B marketing programs. By looking at your brand through the lens of your business, we help you break through the

obstacles that stand between you and greater sales, increased market share and increased revenue for maximum return on your investment.

Ready to discuss your project?

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