



THE MARKET

They're little and they stick — but not too hard. That's why everyone loves Post-it® Notes! Yet the unique adhesive that makes these little notes so indispensable waited more than a decade for its chance to change the world.

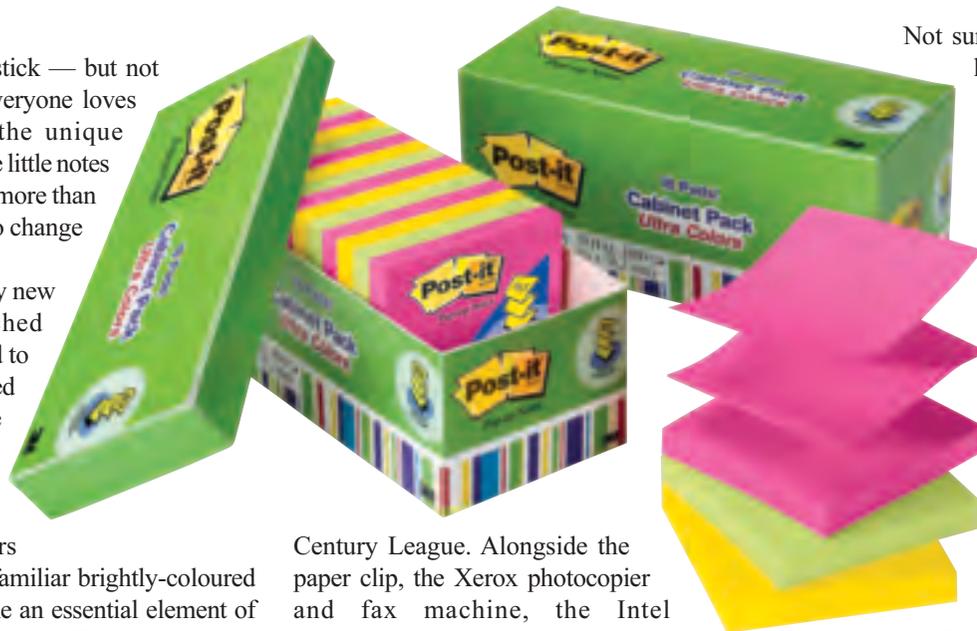
3M created an entirely new market when it launched Post-it® Notes. It is hard to know how offices survived before 'Repositionable Notes' were invented. In any office today, computer terminals, doors, desks and folders will be dotted with the familiar brightly-coloured notes. They have become an essential element of our working - and home - lives. The Post-it® Note is a product we didn't realise we needed until it was invented.

Doing away with the need to scribble on pieces of paper and attach notes with paper clips, Post-it® Notes target any business which needs to remember, communicate and organise information; in other words, every business. According to 3M's research, secretarial is the largest slice of the Post-it® Note market, with big users including education, management training and the small office/home office (SOHO) sector.

Despite what everyone says about e-mail doing away with the hand-written word, 75 per cent of adults are described as 'note writers'. Of these, 56 per cent are heavy users of repositionable notes, 30 per cent are light users and 14 per cent don't use them at all. Curiously, 71 per cent of heavy repositionable note users are women. Women also go for the brightly coloured notes more than men, which partly explains why Post-it® Notes are now available in many more colours than the original Canary® Yellow.

ACHIEVEMENTS

The Post-it® Note was a genuinely important invention. Fortune Magazine recognised this when, in November 1999, it ranked the Post-it® Note in its Products of the



Century League. Alongside the paper clip, the Xerox photocopier and fax machine, the Intel microprocessor and the Apple Macintosh, 3M's adhesive note was judged to be a product that has helped to revolutionise the workplace.

As with other brand names in the Fortune league - like Xerox and Hoover - the Post-it® is one of those rare trademarks which has gained fame the world over and is immediately identified with 3M's innovative repositionable yellow notes. That in itself is an enviable achievement and a formidable marketing position for any brand.

Not surprisingly, brand awareness is very high, with 62 per cent spontaneous and 95 per cent prompted awareness.

The Post-it® Note, and its inventor, Art Fry, have been suitably honoured over the years. Fry received the Outstanding Alumni Award from the University of Minnesota, the Premio Smau Industrial Design Award from the Italian Design Association and was voted one of the best 100 people in the world by Esquire Magazine. The product has even been celebrated in a book, called 'Rapid Problem Solving with Post-it® Notes'.

HISTORY

In the 1970s, 3M scientist Art Fry used to sing in a church choir on Sundays. His idea for the Post-it® Note came when he was looking for a way of organising musical scores and song sheets for the service. Making do with marks made from small slips of paper, he began to think of how he ideally needed a bookmark that would attach and detach lightly, stick without falling off and not damage the paper.

Dr. Spencer Silver, a 3M scientist, had discovered the formula for the sticky stuff back in 1968. But it was Art Fry who finally came up with a practical use for it. So, taking advantage of a 3M policy known as the "bootlegging" policy, Fry used a portion of his working hours to develop a solution to his problem. Now the world is singing the praises of his pet project: Post-it® Notes.

After years of product development, 3M introduced the concept of Post-it® Notes in four major markets in 1977. But without samples to try, consumers didn't catch on. A year later, 3M blanketed the Boise, Idaho, market with samples of Post-it® Notes. After trying the notes, more than 90 percent of users said they'd buy the product themselves. By 1980, Post-it® Notes were being sold nationally in the USA. Today, they're used and enjoyed throughout the world.





THE PRODUCT

Nowadays, there is a lot more to the Post-it® Brand than yellow squares of sticky paper. There is now an entire product portfolio under the Post-it® Brand name, offering a range of time saving solutions to meet various needs in the office and home.

The original Post-it® Notes now come in square or rectangle-shapes, large or small formats, and a broad range of colours including pastels, neons, ultras, tropical and aquatics just to name a few.

Post-it® Easel Pads turn walls into writing surfaces. They are giant sheets that can be stuck and re-stuck on walls without leaving traces, and are ideally used in group work sessions and brainstorming. Adding to the range of presentation room products, 3M has introduced a range of large format 'Post-it® Meeting Notes' that are ideal for use in brainstorming and facilitating idea generation.

Post-it® Flags are another extension of the notes range using the Post-it® adhesive technologies to have become a product category in their own right. Moving from a paper based product, Post-it® Flags are used to help people mark, tab and pinpoint information in documents with a more durable polypropylene backing. Available in a broad range of colours, they assist in marking and colour coding information as well as flagging items with printed messages such as 'sign here'.

Post-it® Memoboards are designed to keep documents within handy reach and important information within view without needing drawing pins or magnets.

Post-it® Cover-up and Labelling Tapes are white repositionable adhesive tape, used for correcting documents or to cover sections before photocopying.

Although the core business in the original Canary® Yellow



colour note remains strong, 3M is seeing a lot of growth with other Post-it® Products.

RECENT DEVELOPMENTS

The introduction of Post-it® Pop-up Notes is one of the biggest developments of the Post-it® concept in recent years. Pop-up Notes are easy to use with one hand. When a single note is pulled out of the dispenser, another pops up ready for use. They come in a variety of dispensers, including a sturdy, weighted design that is less likely to 'walk' from the desktop than a normal pad of Post-it® Notes.

The latest addition to the

London's business districts. They were received just as enthusiastically and the initiative spring-boarded the product's launch across Australia in 1984.

More recently, 3M has used advertising in bold campaigns positioning Post-it® Brand as the brand of preference in terms of quality, leadership and emotional value to the end user. Now that there are several other repositionable note competitor brands, 3M aims to invest in the integrity and 'original leader' position of its Post-it® Brand.

Backing the promotional campaigns and product innovations such as Super Sticky and the Premium Colour Note range, is 3M's extensive use of market research. User interviews and focus groups are used to shed light on how people use the product. Recent research commissioned to gather information about colour preferences, for example, told 3M how hundreds of users rated and used different colour palettes.



BRAND VALUES

The Post-it® Brand promise is to provide products that deliver fast, friendly, repositionable communication and organisation tools to help get the job done.

They are designed to meet specific needs, such as not forgetting anything, accessing information, communicating quickly and managing the paper trail.

As the original brand in the repositionable notes sector, 3M attaches great importance to the integrity of its Post-it® Brand. The brand that appears on the packaging of every Post-it® Note

Post-it® Branded Note stable is a range of products called "Super Sticky." Post-it® Notes were originally designed for use on paper based items, but due to our desire to place them on all kinds of surfaces like computer monitors, car dashboards and household appliances, a note with 'more stick' was required.

Post-it® Super Sticky has a new adhesive technology that provides greater adhesion to vertical surfaces like the above while still allowing for multiple clean removals.

The Post-it® Flags category has also expanded from a semi permanent product for marking of documents to long term use and referral, with the range of Durable Index and Filing tabs. These tabs are produced with a heavier duty polypropylene backing that resist bending and tearing, yet can be written on and repositioned where required. They are ideal for permanent tabbing and identification of information within documents.

PROMOTION

Large-scale sampling, a success in the USA, was used in the UK to test the market in 1981, with Post-it® Notes flooding

is a symbol of reliability, quality and innovation. 3M has a tradition of innovation which is second to none and this value is strongly reflected in its most famous brand.

For further information on the Post-it® Brand in Australia, contact 3MAustralia on 136-136 or access the web at www.3M.com.au.

THINGS YOU DIDN'T KNOW ABOUT POST-IT® NOTES

- The formula for making the adhesive on Post-it® Notes is a closely guarded secret at 3M. Only a handful of scientists at the company know it.
- Over 400 Post-it® Note products are now sold in over 200 countries.
- The most common place to find a Post-it® Note in an office is on a computer.
- A Post-it® Note travelled 4,800 kilometres, through all weathers, attached to the back of a van.
- The original test marketing name of Post-it® Notes was the less catchy 'Press and Peel Notes'.
- In Japan and China, Post-it® Notes are made in narrow downward strips, to accommodate the writing styles.
- The most popular Post-it® Note colour is currently neon pink.