



Walk the talk

How the Covestro brand connects
vision & business truth

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Hello!



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The Covestro corporate brand must and has the power to connect the vision #FullyCircular with the business truth.



We want Covestro to be associated with one word:

A large white circle centered on a solid magenta rectangular background.

Circle

**One holistic story how
we bring our vision to life.**



At the beginning of our journey, there was a plethora of way too many wordings used with Covestro.



Now, the narrative is built on 3 convictions. They capture the essence of how we see ourselves and offer degrees of freedom.



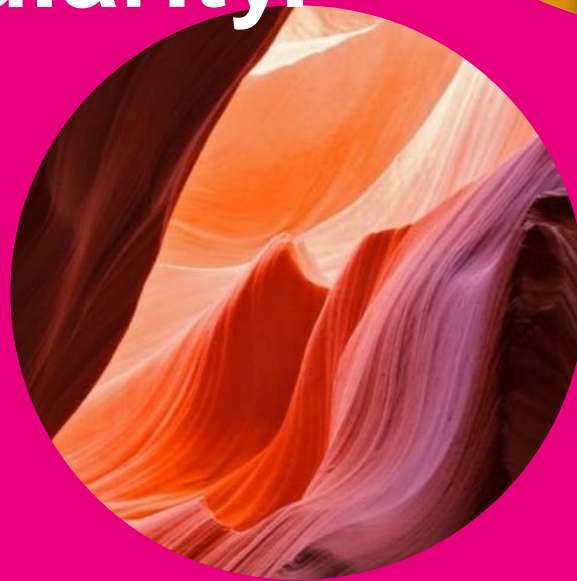
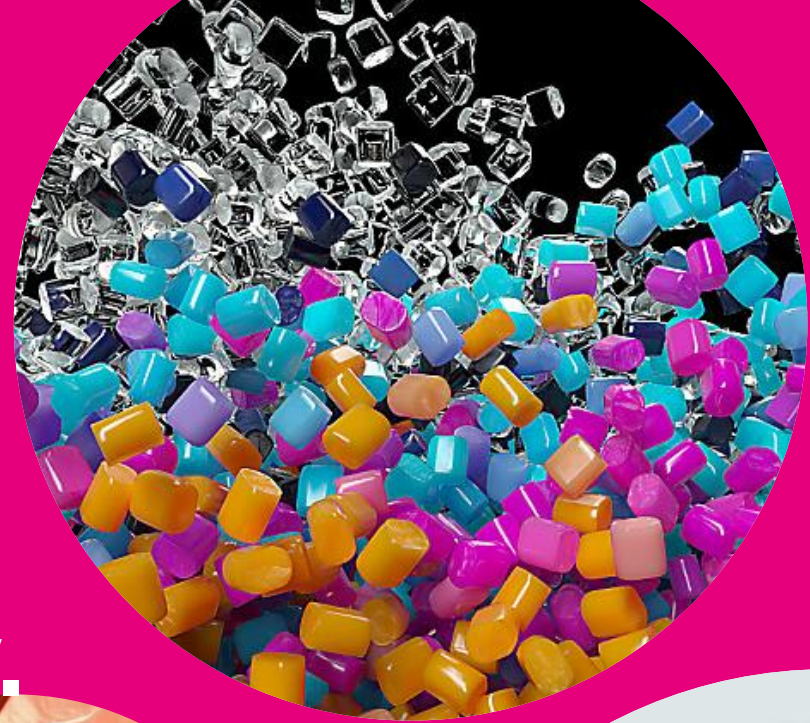
Internal and external research identified 9 convictions at the core of Covestro. We chose **3 as the base of the narrative.**

**We cannot escape nor
delegate the responsibility
for the next generation.**

**We seek comfort in
discomfort; it makes us
push harder.**

**Circular Economy is the
right approach;
climate neutrality is how to measure our
success.**

Unpacking circularity. Visually.



A simple updated visual concept acts as a key lever to convey our narrative and strengthen the brand.



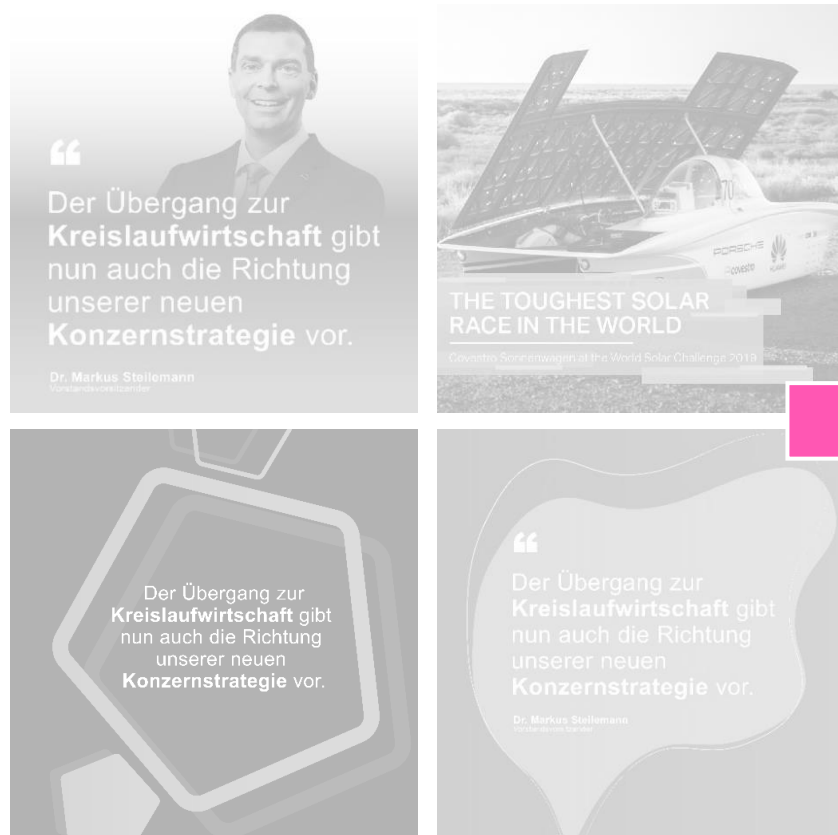
Starting point



A simple updated visual concept acts as a key lever to convey our narrative and strengthen the brand.



Starting point



Objective

A **circular** visuality that conveys
(a) our **determination** to make CE a reality and is
(b) **consistent** across all channels and is (c) **simple**.

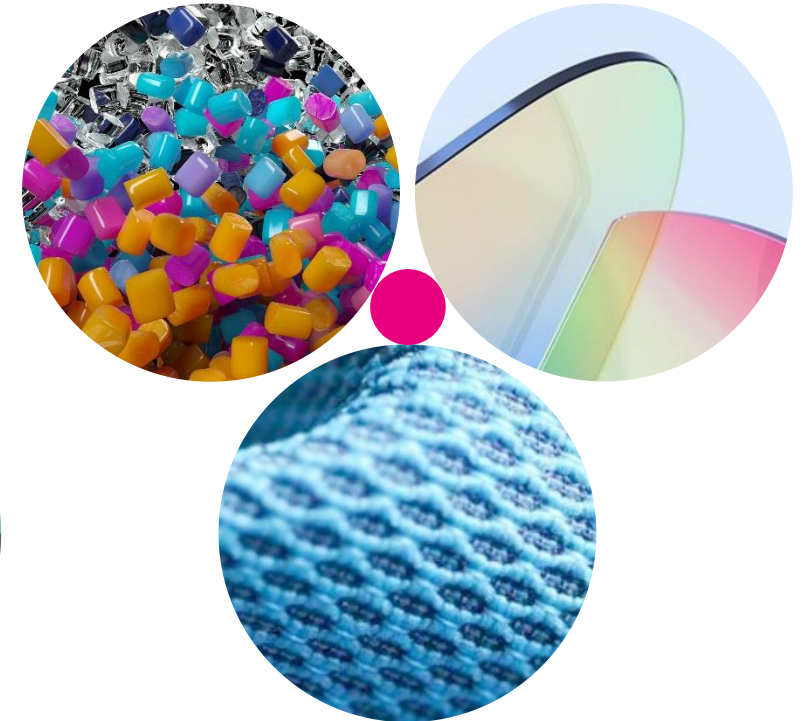
The new imagery style combines our determination with the impact that it has on people and the environment.



People | Driven by determination and a sense of responsibility



Environment | The beauty of the world that we need to maintain



Materials | The inspiring solutions that drive the change

The design elements „unpack circularity“ with a high degree of both simplicity and degrees of freedom for our colleagues.



The path to innovation is circular



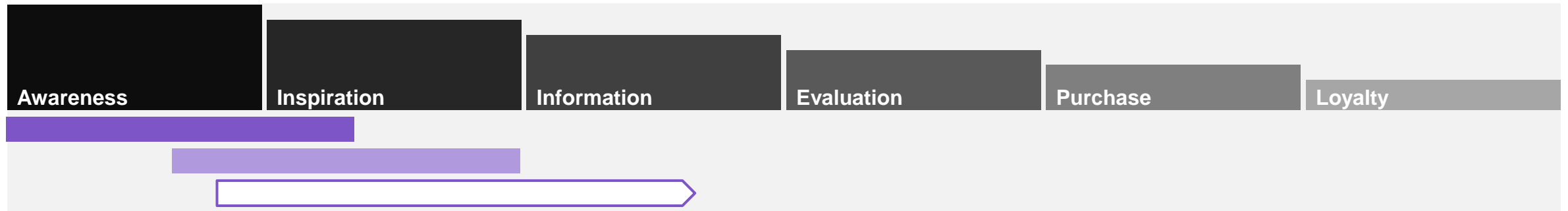
The path to innovation is circular



Connective campaign set-up.



The brand campaigns follow a two-layered approach to optimize (re-)targeting of audiences and pushing them down the funnel.



Always on

- Goal: **Introduce Covestro** to audiences who do not have extensive or no knowledge about Covestro (**targeting**).
- Focus is on our vision.
- The information must be snackable (i.e., easy and quick to understand as the audience's involvement with Covestro is low).

Topic peaks

- Goal: **Topic specific positioning of Covestro** with audiences that have a certain minimal knowledge of Covestro to push them further down the funnel (**retargeting**).
- Focus is on breaking down the vision to proof points (→ business truth)
- Topics are aligned with CorpCOM communication flights, storyline follows narrative.

MarCom campaigns

- Goal: **More efficient MarCom campaigns** (lower scattering loss) by allowing MarCom to access our DMP and use data of previous brand campaigns for retargeting
- Focus is on BE topics.




The brand campaigns show a good performance – with a budget-related dip on LinkedIn.



		AO I		AO II		AO III				TP I		TP II	
Channel	KPI	GER	US	GER	US	GER	US	Channel	KPI	GER	US	GER	US
Programmatic display ads	CTR	well above benchmark	around benchmark	around benchmark	well above benchmark	around benchmark	around benchmark	Programmatic display ads	CTR	well above benchmark	around benchmark	well above benchmark	well above benchmark
	CPM	around benchmark	around benchmark	around benchmark	around benchmark	around benchmark	around benchmark		CPM	around benchmark	around benchmark	around benchmark	around benchmark
Native ads	CTR	around benchmark	around benchmark	around benchmark	around benchmark	around benchmark	around benchmark	Outstream video ads	VTR	well above benchmark	around benchmark	well above benchmark	around benchmark
	CPC	around benchmark	around benchmark	around benchmark	around benchmark	around benchmark	around benchmark		CPV	around benchmark	around benchmark	around benchmark	around benchmark
SoMe – LinkedIn	CTR	below benchmark	below benchmark	below benchmark	below benchmark	well above benchmark	well above benchmark	SoMe – LinkedIn	VTR	below benchmark	below benchmark	below benchmark	below benchmark
	CPC	around benchmark	around benchmark	around benchmark	around benchmark	around benchmark	around benchmark		CPV	well above benchmark	well above benchmark	around benchmark	around benchmark
SoMe – Instagram, Facebook	CTR	below benchmark	around benchmark	around benchmark	around benchmark	below benchmark	around benchmark	SoMe – Instagram, Facebook	VTR	around benchmark	well above benchmark	around benchmark	around benchmark
	CPC	well above benchmark	around benchmark	around benchmark	around benchmark	around benchmark	around benchmark		CPC	around benchmark	around benchmark	around benchmark	around benchmark

Asset example: Always On Flight I (Feb 2023)





#NoBoundaries

How we create a more sustainable future with **next-gen polymers**.

[Join the journey](#)

Responsible



How we embrace all challenges and chances **to become #FullyCircular**.

[Join the journey](#)

Uncomfortable

Asset example Topic Peak I CE & Chemical Recycling (June 2023)



Responsible; recycling



Uncomfortable; material




Circular intelligence to materialize our vision.

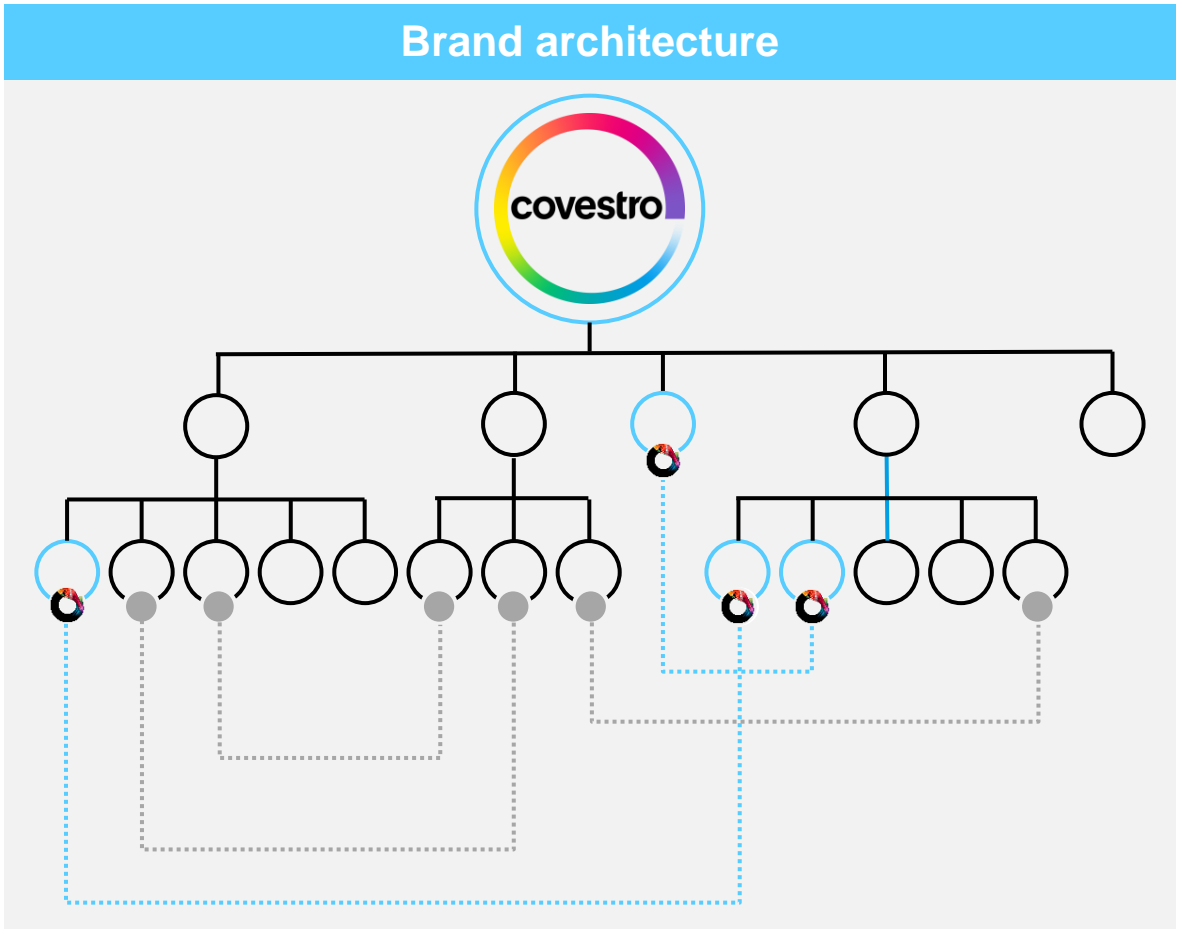
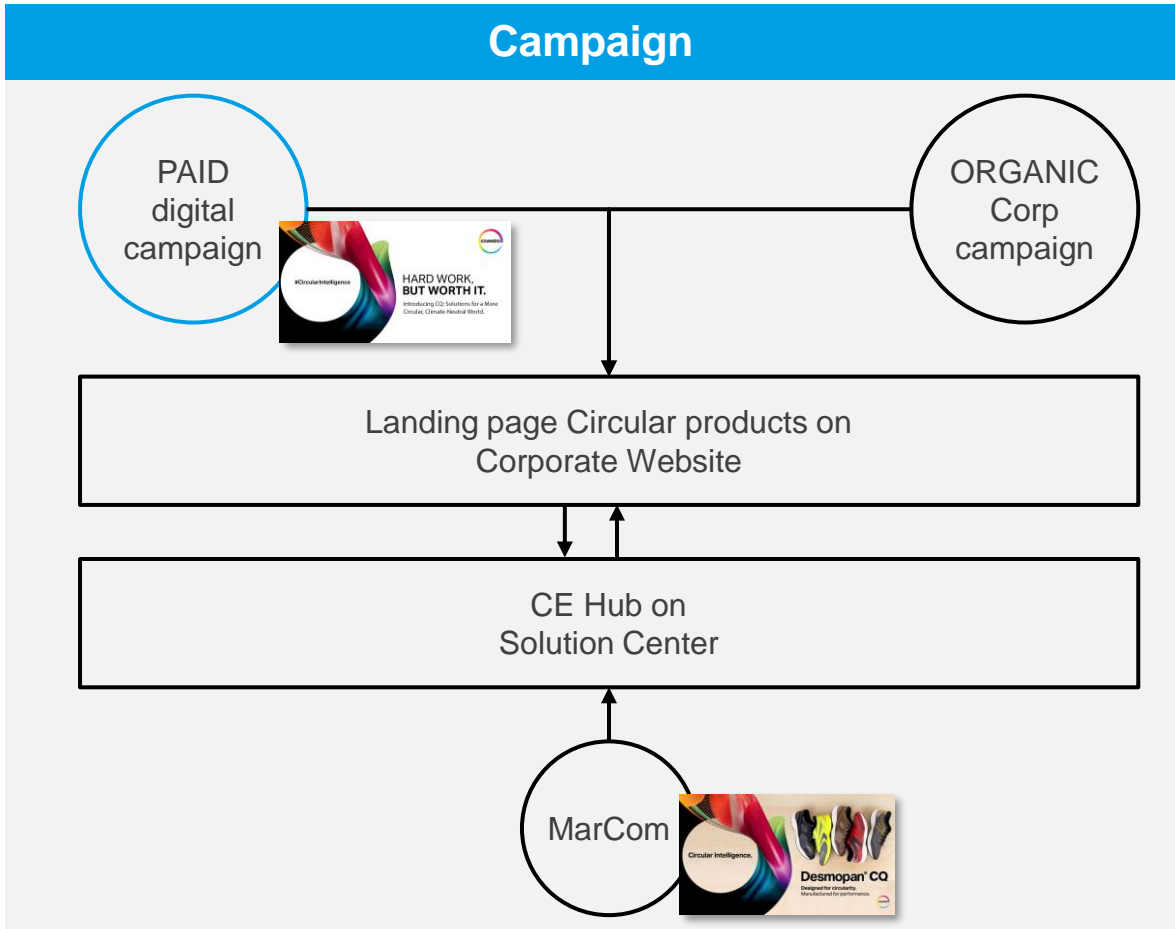


The label CQ unifies branding and communication about our CE related offerings, plus, simplifies orientation in our portfolio.



- “CQ” is a **brand suffix**.
- CQ marks our highlight **CE related offerings**, e.g., Desmopan® CQ:
 **Desmopan® CQ**
- CQ stands for **Circular Intelligence**.
 - The C stands for circularity.
 - The Q is derived from the IQ.
 - Together, C and Q underline how essential thought-leading, innovative solutions are to drive circularity.
- It unifies our communication towards all stakeholder groups (e.g., board level, product, and internal com) and is told on a
 - **concept** and a
 - **solutions** (i.e., products, technologies, services) level.

CQ connects the vision and the business in the campaign and in the brand architecture.



Learnings.



Consistency, transparency and data intelligence will be your best allies on a challenging journey.



1

Involve **top management** to understand how your organization can make a change in the world.

3

Don't underestimate the **power of visuals** to tell a story... and to convince your internal stakeholders.

5

Two layered campaign approach works really well with the target audience and pushes them further down the funnel.

2

There will be people protecting their kingdoms. „Kill them“ with proof points. And then carry on.

4

Branding is not a democracy. Still, you need to explain the WHY behind your decisions. **Don't just impose rules on others.**

6

Collecting **data** is easy but making the important parts accessible and ready to reuse is the hard part.

A large graphic in the center of the slide featuring two concentric circles. The inner circle is a solid teal color, and the outer circle is a light gray color, creating a ring effect. The text "Stay cool, stay on brand!" is centered within the teal circle.

**Stay cool,
stay on brand!**

Question(s)

What is your biggest challenge and what your best instrument to guarantee consistency across touchpoints in terms of e.g.

- Story & visuality (consistent storytelling, design etc.)?
- User journey & funnel (connecting touchpoints, retargeting users etc.)?