

PUBLICATION PAPERS PRODUCT BRANDING

20.3.2002 Siófok

*,To live the Brand is to change the colour
of our attitudes and behaviour.‘ / JOK*

Our vision

We will be the leading forest products company in the world

- We **take the lead** in developing the industry
- Customers choose us **for the value** we create for them.
- We attract investors **for the value** we create.
- Our employees are **proud to work** with us.
- We are an **attractive partner** for our suppliers.

Management Group Decision:

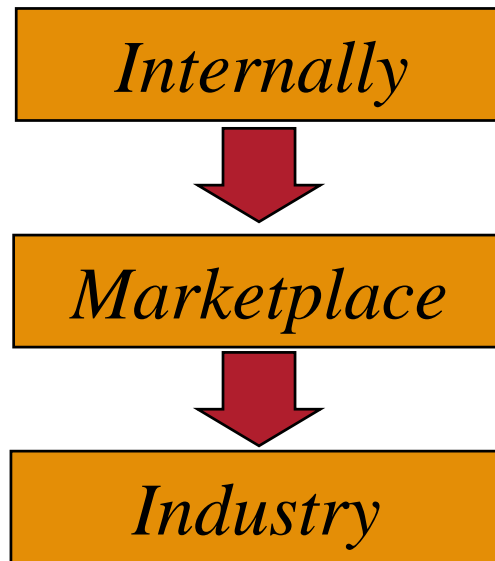
"Implementation of Corporate Brand

Purpose of a corporate brand is to create corporate awareness.

This will be done by cooperation between divisions and Corporate Communications and aligned with corporate brand strategy.”

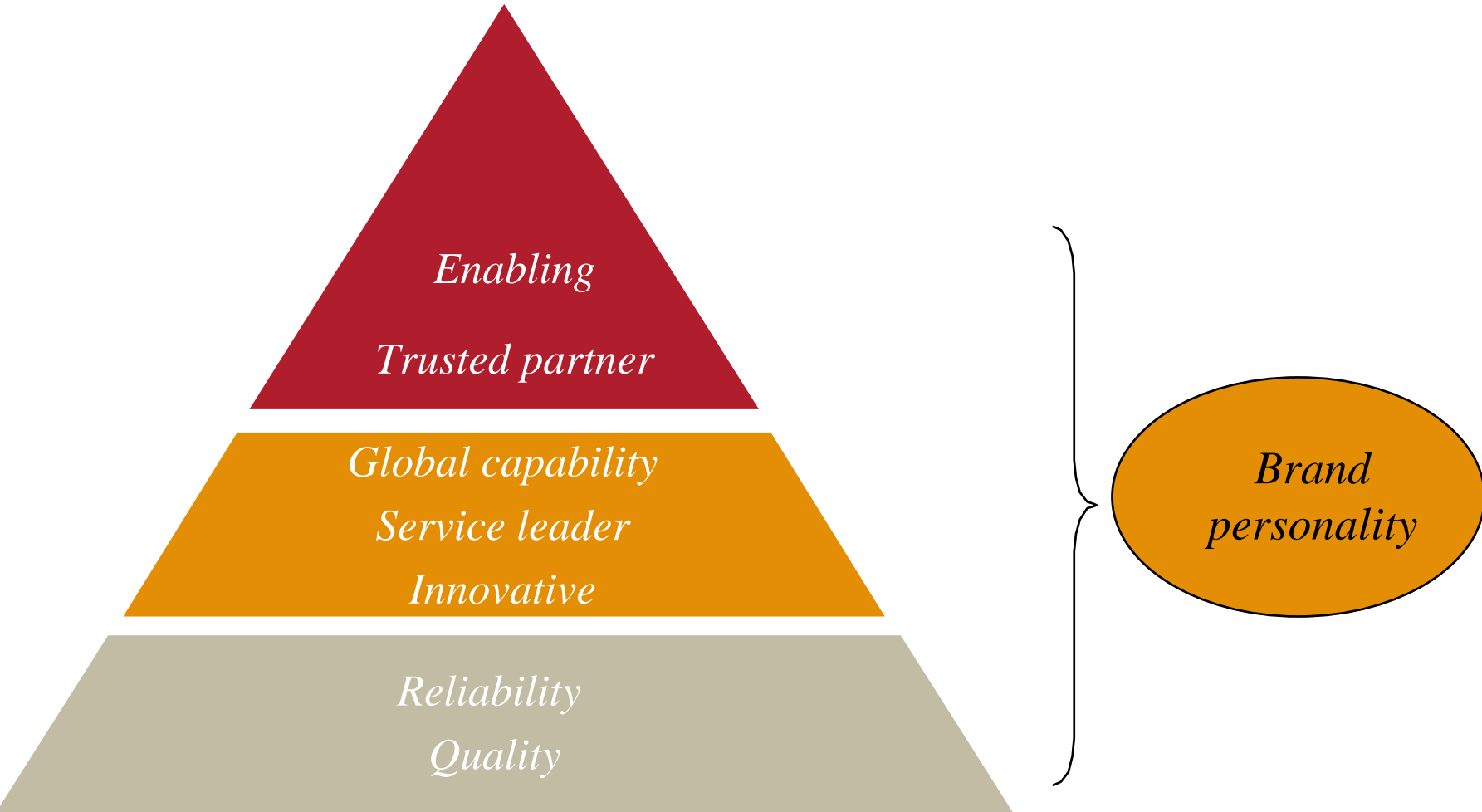
Divisional and product area brand implementation incorporates our BUSINESS to support the StoraEnso brand.

Leadership = Initiative = Visibility







To be the leader... we must be perceived as the leader...and therefore act as the leader.

The brand values are based on our corporate and market strategies







***The brand perception is shaped
by impressions and experiences
of your operations***

Impressions and experiences of:

-  How a company looks
 -  What a company says
 -  What a company offers
 -  How a company behaves
-

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Creates the perception of:

= Who the company is

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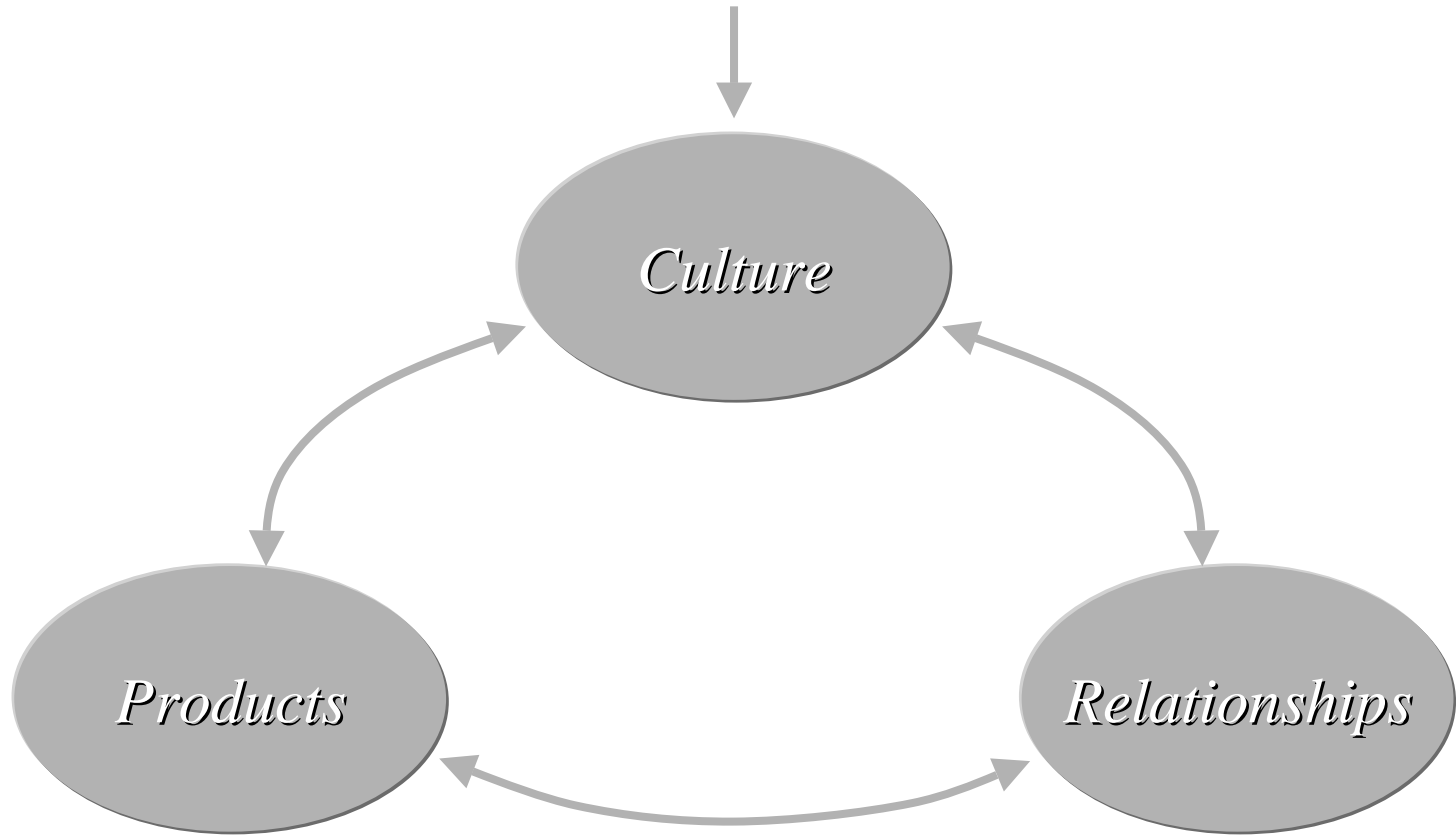
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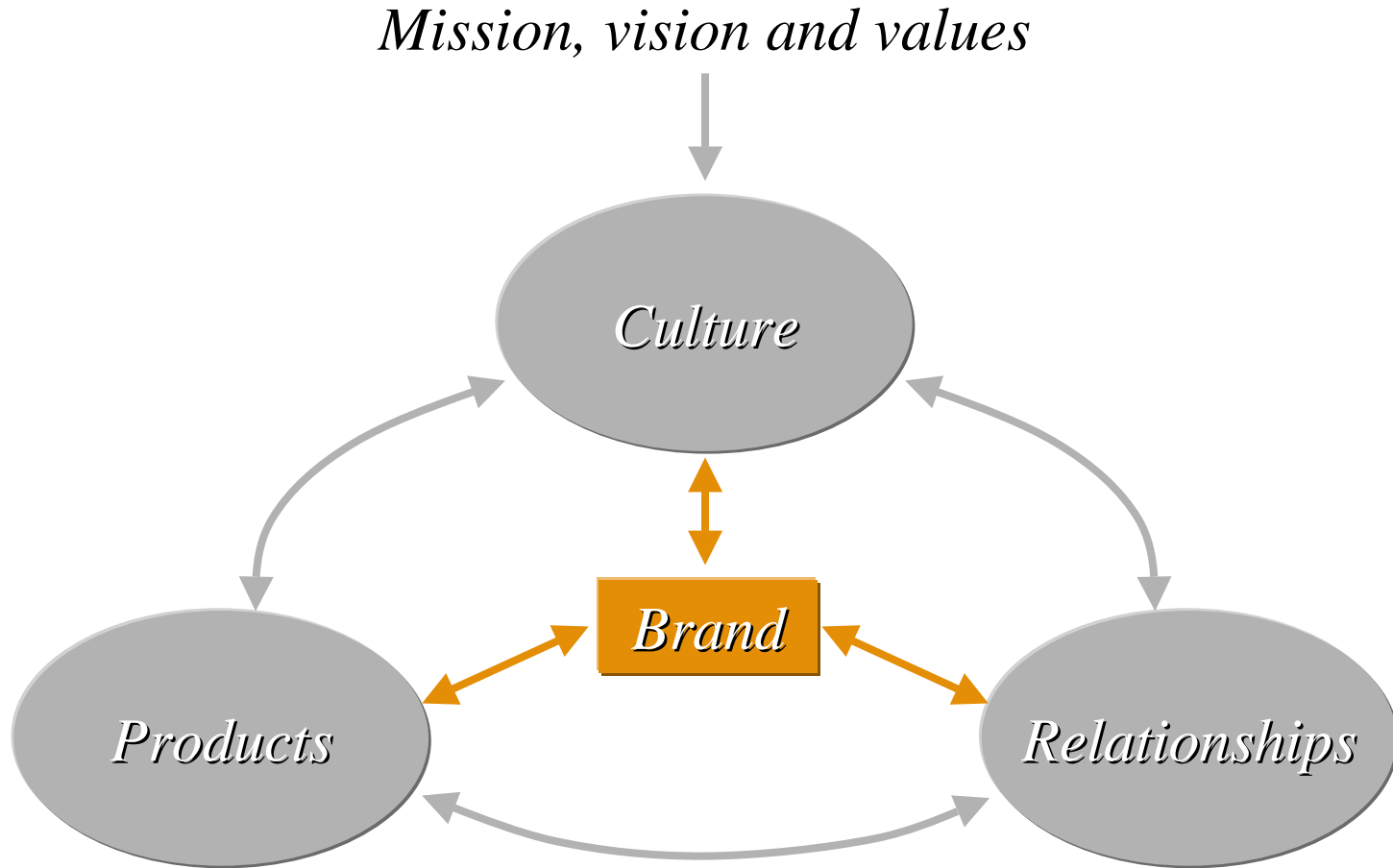
Everything you do builds the brand!

Holistic brand management

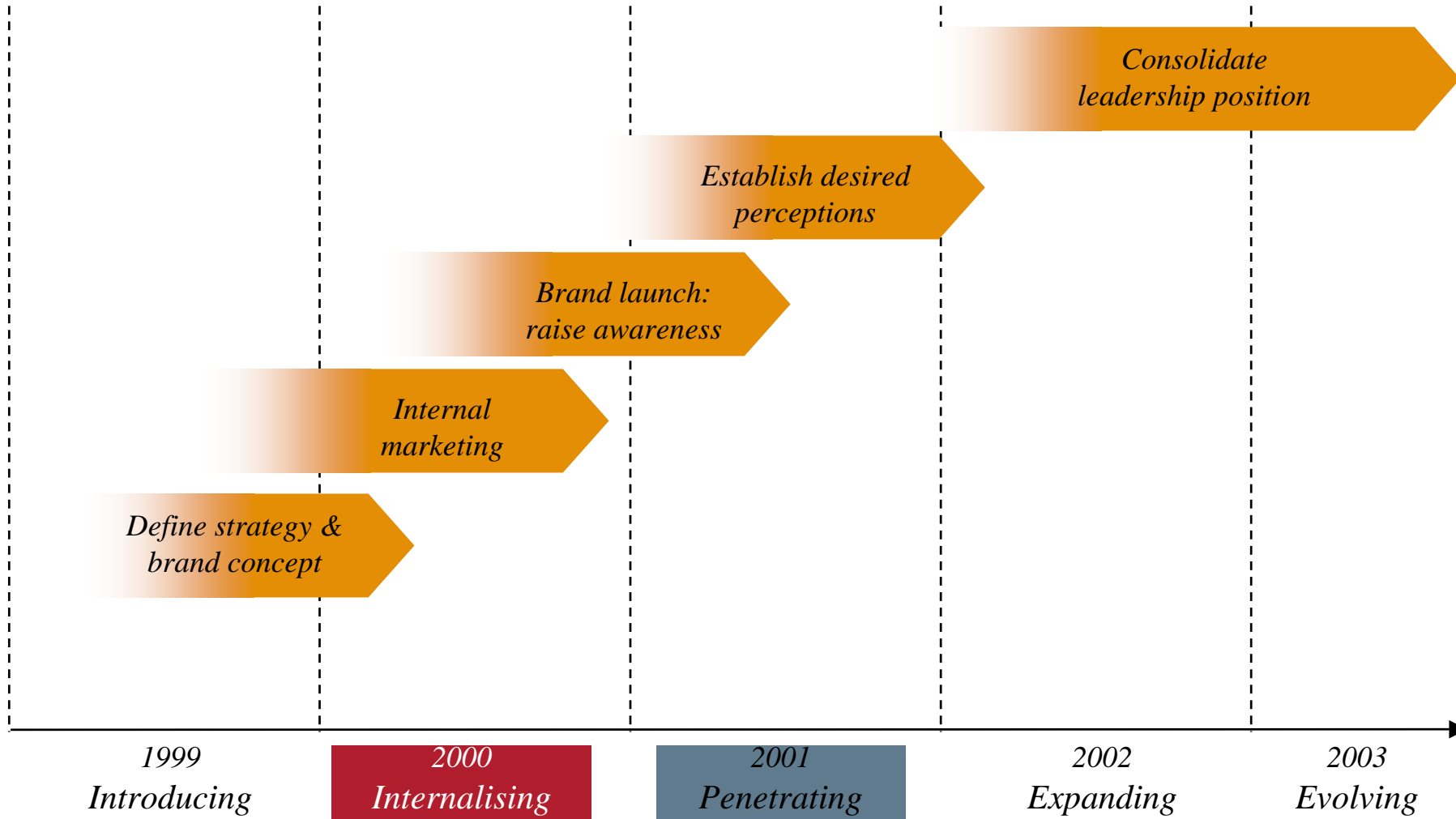
Mission, vision and values



Holistic brand management



Building the brand is a multi-year process



Brands are built, not promoted!



SE Publication Papers
Identity + Advertising

**The rest (90 %) of
Brand Building:**

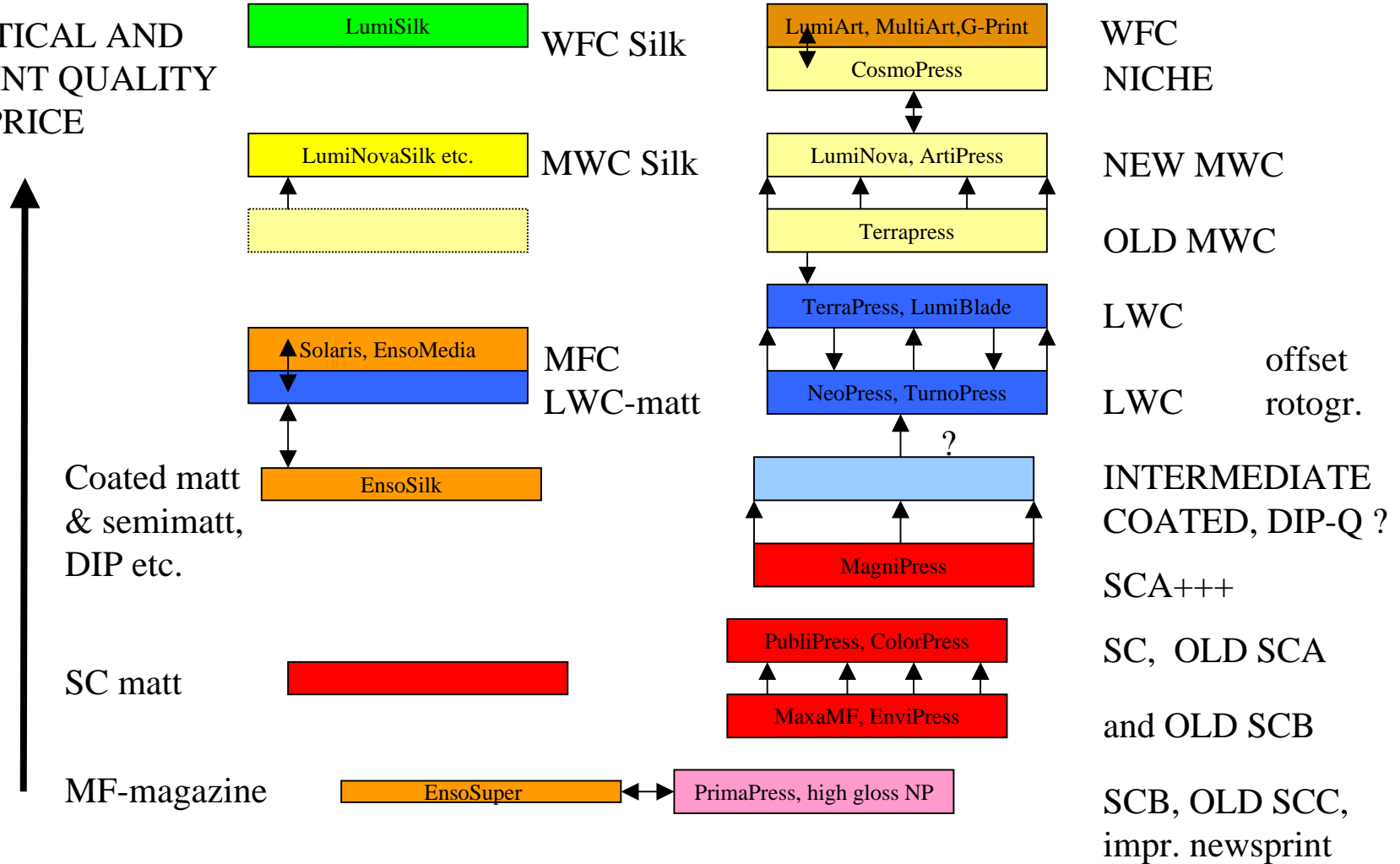
- CRM
- products
- TCS and TM
- logistical benefits
- vertical integration
- other value add services

Stora Enso Publication Papers Branding follows the Product Portfolio

- The present SE diffuse product structure will be now organized properly
- Portfolio Management defines product differentiation
- Brand offering reflects our end use value proposition
- All SE Publication Papers follow the same pattern
- Value proposition includes products and service
- Because of tough product quality competition the future customer choice is based on service and branding

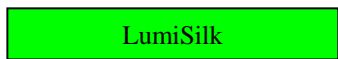
Competition and quality development change product positions

OPTICAL AND
PRINT QUALITY
& PRICE

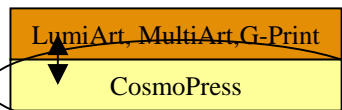


Well balanced and differentiated product palette

al & quality
ce



WFC Silk



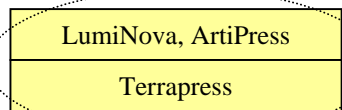
WFC
NICHE

** No downcharge



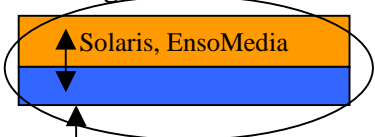
MWC Silk

** Upcharge



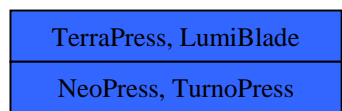
MWC (new)

** No downcharge



MFC
LWC-matt

2 Coated m.

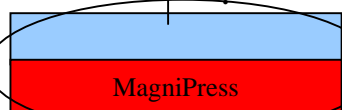


LWC offset
rotogr.

** Upcharge disappearing



Coated matt
& semimatt,
DIP etc.



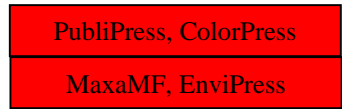
Intermediate
coated, DIP-q ?
SCA+++

*) Downcharge from LWC instead of upcharge from SC



SC matt

2 1/2 SC

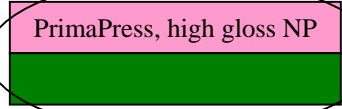
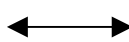


SC

*) Downcharge from SC instead of upcharge from newprint



MF-magazine



SCB
impr. newsprint

FUTURE PRODUCT LEVELS

-price potentials *) or protection**)

Let's imagine a way forward

Defining a brand structure & hierarchy

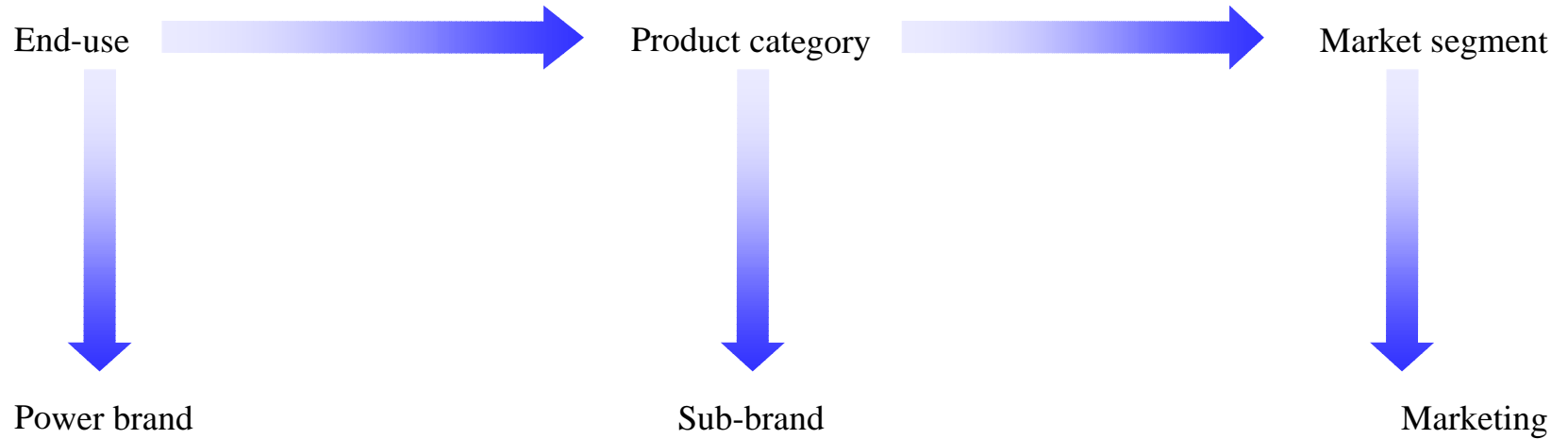
We should:

- Forget present organization.
- Forget product and production features.

Instead we shall:

- Look to customers.
- Look to end-use.
- Look to product benefits.

Respecting the end use



The marketing can be much more targeted than the branding.

*Stora Enso Branding
starts with
Customer Need based Offering*

Start with the end use

- Customers end use world and product value needs
- Quality and Economy expectations and discriptions
- Customer views, emotions and hard facts

Colour associating and adressing

- SE Product category offering, seven categories
- Perfect match to end use need in all categories
- Each category presenting selection of products matching the customer expectations

Similar becomes different.

Relationship Marketing strategy

- We need to differentiate our communication and our message to all segments (Publishers, Printers, Retailers)
 - We need to show through actions that we can live up to our promises
 - We have to organize internal training in all levels to ensure sales force and staff take ownership of the content and the messages of our branding
- All activities must be in line with the global structure:
 - Brand essence: Enabling content
 - Communication concept: What paper can do
 - Corporate spirit: The Can-Do-Company

Press Brand campaign launch includes

- Internal training about branding concept and content
- Campaign launch brochure (direct customer mailing)
- Seven Category brochures (to be distributed by SC's)
- Fresh Samples' book (HSWO, printed samples; via SC's)
- Fresh Data book (all publication papers; via SC's)
- Media advertisements in trade press & press releases
- Posters, giveaways
- Event marketing in the marketplaces (SC's)
- Internet and Intranet pages
- Brand Video and CD, SE Kick off event Video

Relationship marketing strategy

- We have to demonstrate the brand essence "enabling content" by developing activities that focus on the relation between Publisher (Retailer) -Printer and Publisher-Advertiser respectively.
Thereby we will show our interest in our customers' business. It will also help broaden our contacts to include marketing people at publishers, printers and advertisers.
- We have to build actions/activities on the key benefits of using StoraEnso as the supplier of paper products & services

Event marketing (examples)

- **Key Magazine Publishers:** StoraEnso Sales Company proposes to organize a **Customer seminar** with joint happening (fun) together **with the selected Key Publishers for their Key Advertiser Customers** with purpose to tell about how to use the right paper optimally (and thus how to support Publisher's Brands)
- **Key Magazine Printers:** StoraEnso Sales Company proposes to organize a **Technical Seminar** with happening (fun) **with the selected Key Printers for their Publisher and Retailer customers** with purpose to tell how to use the right paper optimally in the targeted end uses

*Our product offering starts with
the customers' end use needs.*

*Our Service Offering will be called
,Stora Enso Service Bridge'.*