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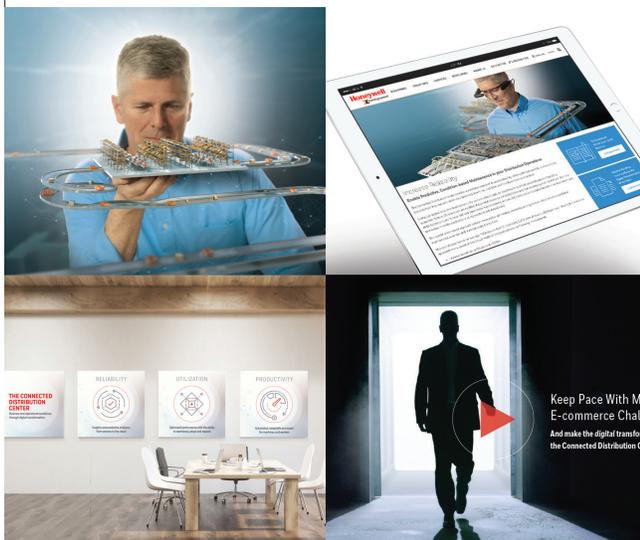
THE SETUP

Modern commerce is pushing the limits of distribution and fulfillment operations. Retailers and manufacturers are contending with speeds, volumes and order variations they've never seen before. Add to that rising customer expectations, seasonal offerings and flash promotions, and distribution center operations start to get a little complex. Multiply that complexity across an enterprise and, well... you get the picture.

The answer to this challenge – an automated, data-driven, integrated operation – often felt out of reach for many companies, more of a promise than an achievable reality. Enter Honeywell Intelligrated and the Connected Distribution Center, a comprehensive digital platform designed to give the company's customers a clear path toward meeting these challenges. Our job? Design a launch campaign that ensured their story stood out from the digital transformation noise and empty promises plaguing so many Industrial Internet of Things (IIoT) offerings.

SIMPLE AND REAL

We needed to get beyond the hardware. Everyone understood automated conveyors and sortation equipment.



The next level – the Connected Distribution Center – meant machine-level sensors, smart controllers, software, robotics, data analytics and IIoT platforms. Despite its complexity, the Connected Distribution Center's capabilities needed to be communicated with a simplicity and realness that left the target audience believing in its possibilities rather than feeling overwhelmed.

We started with a clear market position and defined messaging hierarchy, ensuring all communications stayed on message – a consistent cadence to cement their role as the only player capable of connecting all the critical elements of the distribution center. This foundational work resulted in a signature visual element that put the target audience at the center of their operation's key elements – in full control.

SHOW, DON'T TELL

Once the foundation was in place, we were ready for execution. The key tenets of our strategy were to keep it visual and allow for self-discovery. We flexed the core visual element to communicate key messages across mobile, desktop, print and large-format graphics. A signature campaign video allows the target audience to understand all of the Connected Distribution Center's facets in just a few minutes. Virtual, 3D distribution center environments provide customers the opportunity for self-discovery, depending on their areas of interest.

We also needed to make sure our client's digital transformation and IIoT messages stood out from comparable competitor promises. We developed an extensive content marketing campaign that focused on the facts. Our copywriters worked with subject matter experts to produce compelling technical papers and brief videos that defined concrete paths to implementation while also highlighting the real results they could achieve by doing so. Blogs, webinars, direct marketing and a social media campaign provided additional outlets for these stories.

Easy-to-understand copy. Simple graphics. Big numbers. Documented success. Consumable chunks of information to make this advanced platform feel accessible, from single points of implementation to full-scale enterprise execution. This was our formula that put Honeywell Intelligrated at the forefront of future-state distribution centers.