Products with Purpose

DSM in the Human Nutrition and Health Market

Brand Experience Guide
Version 1.0 | August 2020
It’s time to tell our story

The world is changing, and our customers’ needs are evolving too. That’s why we are launching a new communications and creative campaign that will anchor our purpose and tell our brand narrative in a simple and clear way to our customers around the world. Welcome to the new DSM in the Human Nutrition and Health market.

For internal use only

This document should not be given to any external audience, except our vendor partners and agencies that have signed a nondisclosure agreement and who need the guide to help bring our brand strategy to life in a correct manner.
What we do matters

Your expertise fuels our larger efforts, delivering products and customized solutions that keep the world’s growing population healthy.

In our business, every idea we shape will eventually help someone somewhere in the world. Every product or solution we manufacture will play a pivotal role in customer products that nourish someone’s child, mend someone’s health, quench someone’s thirst, or end someone’s hunger. You are part of a great cause. It might be hard to see it during your day-to-day, but look closer.

From concepting ideas in the boardroom to innovating products and solutions in the lab, from manufacturing on the factory floor to selling to our valued customers, we are all working together with purpose.
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Chapter 1: Strategic Platform Evolution

Embracing our full potential as a reliable, end-to-end, innovative, purpose-led partner
Evolution as a strategic imperative

DSM has built a strong legacy in the nutritional ingredients market. Naturally, this leads many customers to perceive us mainly as a supplier of ingredients.

Now the time has come to move beyond our legacy and recalibrate our positioning and promise to outpace our competition to ensure a successful future.

As we’ve grown through acquisition, new product development, and strategic actions, we’ve evolved into segment experts with broad science-backed offerings that can reliably benefit every customer. As such, our brand needs to reflect our evolution while incorporating the larger DSM core foundation.
Building upon greatness

DSM has a vision for our future in the HNH Market: By the end of 2022 we will have elevated our brand experience above the competition, earning us a place as a key strategic partner.*

This vision can only be reached by building on the solid foundation of the DSM core brand.

<table>
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<th>OUR BRAND PURPOSE</th>
<th>Creating brighter lives for all</th>
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<tr>
<td>OUR BRAND PROMISE</td>
<td>Bright Science. Brighter Living.</td>
</tr>
<tr>
<td>OUR CORE VALUES</td>
<td>Responsibility, sustainability, quality</td>
</tr>
<tr>
<td>OUR BRAND POSITIONING</td>
<td>Royal DSM is a global, purpose-led, science-based company active in nutrition, health, and sustainable living</td>
</tr>
<tr>
<td>OUR BRAND PERSONALITY</td>
<td>Courageous, caring, collaborative</td>
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*This can be measured in several ways, such as NPS and Brand Perception Study.
Pivoting our customers’ perception is vital to our success

Changing customer perception

<table>
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<th>FROM</th>
<th>TO</th>
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<tr>
<td>Ingredients</td>
<td>Complete/relevant solutions</td>
</tr>
<tr>
<td>Product supplier</td>
<td>Reliable and relevant problem solver</td>
</tr>
<tr>
<td>Complex</td>
<td>Straightforward, simple</td>
</tr>
<tr>
<td>Group of disconnected brands</td>
<td>A connected DSM family</td>
</tr>
</tbody>
</table>

We need someone who can come in with fresh ideas that move my business while also bringing the scientific and technical expertise that shows me they can deliver on those ideas.

Chief Product Officer, DSM Customer

When we are successful, our customers will evolve their view of us beyond just ingredient provider, clearing the way to develop deeper relationships as a reliable, end-to-end, innovative, purpose-led partner that adds real value.
Looking to the future

We have a rich past, and now we’re going to evolve to deliver a new present that will lead to brighter lives for all:

For you, for our customers, and for the millions of people our products nourish every year.

What we are

We are a reliable, end-to-end, innovative, purpose-led partner powered by expert services to deliver science-backed nutrition and health products and quality customized solutions.

What we ultimately commit to deliver

As reliable industry-leading experts, we are inspired to create brighter lives for all through our coworkers, customers, and the eventual consumers of our products. Simply put, inspired by people, delivered by experts.

“This is an exciting advancement for DSM in the HNH market; I’m energized by the evolution we’re undergoing together, and the meaningful impact this will create for our customers.

Jeremy Xu,
President, Human Nutrition & Health, DSM
Optimizing for the future

DSM in the HNH market spans multiple verticals around the globe. Along the route to our success we’ve grown more efficient and data-driven about the resources we provide to ensure business growth.

Aligning our segments into two business lines with a differentiated go-to-market model provides a clear structure that will drive profitable growth enabled by a superior, seamless, end-to-end brand experience.

Being smart about our products and solutions doesn’t stop with the customer experience. We looked inward as well to find the best way possible to give you the tools you need to thrive in the HNH market.
Business line organization

In order to capitalize on the data the market has shown us, and to ensure the right measure of resources is provided where it can maximize success, each market segment is organized into either the General Nutrition or Specialty Nutrition business line. These two lines have custom-tailored go-to-market models to drive profitable growth. Each segment within these lines will be provided the optimal amount of support tailored for success.

**GENERAL NUTRITION**

- F&B
- NI
- DS

**SPECIALTY NUTRITION**

- Pharmaceuticals
- Medical Nutrition
- Early Life Nutrition

*General Nutrition is designed to fully seize commercial opportunities by:*

- Utilizing specialized resources in pricing, product marketing, business insights, demand planning, commercial excellence, and digital
- Seeking new business with a hunting mind-set
- Optimizing asset utilization to reduce redundancy and increase sales
- Selective leveraging of products, customized solutions, and expert services, standardized where applicable to enable speed to market

*Specialty Nutrition will focus on successfully launching new products and solutions by:*

- Leveraging specialized resources in marketing, innovation, and market-ready solutions
- Targeting customers who respond to value selling
- Offering every customer bigger, better innovation services, products, and logistics
You power everything

During our strategic evolution it has become clear that in order for our customers to understand our offering beyond ingredients, we need to consistently share our capabilities.

DSM is a reliable, end-to-end, innovative, purpose-led partner powered by experts to deliver science-backed nutrition and health products and quality customized solutions.

But what does that mean, and how do we tell the world this consistently and clearly?

To begin with, it starts with you.

As you go about your day, you can have a clear understanding of your task at hand, of where your skill set comes into play, and how you can help your project find success. But did you know you are part of something bigger? We have a greater purpose at DSM.

Read on to discover the role you play in the DSM purpose.
We are unrivaled in the HNH market because of you

We can’t lose sight that DSM products and customized solutions will help people all over the world. But this broad offering would never have come to be if not for the greatest asset DSM has at its core: you.

It is YOUR expertise that has innovated products and solutions for a multitude of customers.

It is YOUR experience, skill set, brain power, and market savvy that have propelled DSM to the success we enjoy today.

Our portfolio of products and customized solutions has no equal in the HNH market. No other company is so well-positioned to rely on experts like you to help keep the world’s growing population healthy.

This is a story we need to tell our customers in a succinct visual cue. See how on the next page.
Introducing the Partner Mark

We are now able to tell our broad portfolio story in an organized, simple, and clear way, ensuring our expert services are seen as the driving force behind the products and customized solutions. You will be able to include this mark on B2B marketing collateral to inform customers about our broad portfolio offering.

We are more than just an ingredients provider, we are a reliable, end-to-end, innovative, purpose-led partner powered by experts to deliver science-backed nutrition and health products and quality customized solutions.

See pages 16 and 33 for more details.
A connected DSM family of brands

To present DSM’s offering as a well-connected family of brands to our customers in our B2B markets, we will retire our logos from our B2B communications and showcase our products and customized solutions utilizing a standardized typography.

Examples of how DSM products and licensed products (Reducose® and FloraGLO®) can be represented with standardized typography utilizing the brand font Fira Sans

Examples of how DSM customized solutions can be represented with standardized typography utilizing the brand font Fira Sans
Messaging relevancy, top to bottom

DSM will ensure the right resources and optimal support are provided to empower each segment’s success. This can be seen with each segment’s ability and opportunity to tailor messages as needed where it’s strategically important.

**ONE MESSAGE**
All initiatives maintain equity in the DSM brand in the HNH market.

**The Partner Mark**
Shared on high-level owned channels, this quickly and clearly communicates our capabilities with consistency to customers, sales leads, and the industry at large.

**“End-market,” segment-based marketing**
Maintains consistent look, tone, and feel with visual brand language (vbl) and copy (see page 23 for bank of messages and page 30 for sample ad).

**TAILORED MESSAGE**
If required by the specifics of your business line, you can tell a purpose-led story by leveraging parts of our portfolio offering for use by end-market segments, companies, and decision-making units.

Craft message to target audience utilizing parts of the portfolio offering that resonate and that are relevant and credible.
Chapter 2: Unifying Creative Campaign

Bringing the strategy to life in a way that informs and inspires
Where others see products, we see purpose

This distinct and ownable visual displays a sample customer product with a creative expression of the real-world benefit to people who use that product.

We’re proud that our concept can truly differentiate us from our competitors. As the headline explains, they see each product as just that—a product on a shelf. However, we are able to see the real purpose behind our customers’ products, finding the humanity of the customers who use them, distinguishing ourselves and creating brighter lives.

On the next page we will explore each aspect of the concept as a whole.
This concept immediately contrasts our purpose-led perspective with our competition, differentiating DSM in the market.

Where others see products...
Showcasing a sample customer product allows us to outline our deep, broad expertise in the improvement of products in every vertical.
The left side of the concept art will be variable based on end-market segment, but what will remain consistent is the idea that it’s a sample product endemic to that customer.

We see purpose
On that same product, displaying end benefits with scenes from the lives of consumers allows us to address our promise and, indeed, the DSM corporate purpose: creating brighter lives for all.
The right side of the concept art will also change per end-market segment, but the meaning and intent will be clear: People will benefit from the products we help to create, and we acknowledge their purpose in using the product.

The completed, whole concept reflects that we are inspired by people to enable brighter lives. Everything we do starts with the end user in mind, and creating brighter lives for all is our purpose.

Market segment displayed: Pharmaceuticals
Differentiated to the core

We understand that our competitors view their customers’ product as just another option on the shelf. At DSM, however, we see the purpose behind the product, focused on the humanity of real consumers, so we can create brighter lives for all.

VALIDATED INSIDE AND OUT
As we worked through the creative process, we embarked on a global, cross-functional collaboration with internal and external stakeholders to uncover the most powerful concept.

Internal stakeholders
We received input, direction, and commentary from stakeholders representing many DSM functional disciplines to determine an approach and visualization everyone can feel part of.

External stakeholders
We engaged in one-on-one interviews with external customers from a range of product categories and market segments to ensure the campaign would resonate in the marketplace.

This creative concept distinguishes itself by:

- Driving DSM equity as a reliable, end-to-end, innovative, purpose-led partner
- Eye-catching in a busy marketplace
- Compelling customer desire to engage with DSM in a holistic way
- Providing uniqueness among competitive set
- Communicating strategic platform to all markets

We should all be immensely proud not only of the final concept we chose, but also the road we took to get there. Our process was a case study in collaboration that made everyone involved feel part of the same team.

Maha Elkharbotly, Vice President Business Line Specialty Nutrition
Chapter 3: Application

How to clearly and consistently communicate the concept across all audiences and mediums
Due to the nature of our business, there is a need for a messaging platform that is flexible but consistent. In the following pages you will see standardized messages relevant to the tactical levels you work with daily. The intent in codifying these messages is to achieve one look, tone, and feel to maintain equity in the DSM brand as well as creating awareness of DSM offerings in the HNH market across region and segment.
In so many words...

The end-to-end story from start to finish

These core messages are standardized here to ensure when you engage DSM customers in the HNH market you have an approved road map to usher your partners to an understanding that DSM is their reliable, end-to-end, innovative, purpose-led partner. These lengths vary on your messaging opportunity.

**USAGE**

You can use the larger word count messages for instances where room allows. For example, press releases, Web properties, or emails and brochures. As the word count diminishes, you can apply them to media that can accommodate such sizes, like limited mailings, conference materials, or even social media postings and personal discussions.

~175 words

DSM is a global, purpose-led, science-based company specializing in nutrition, health, and sustainable living. We find purpose in creating brighter lives for all, harnessing the scientific and innovation power at our disposal to tackle some of the world’s greatest challenges—creating value for customers, shareholders, our people, and society at large.

At DSM, we take pride in understanding the true potential of our customers’ products and how they can help our planet’s growing population stay healthy and ready to meet whatever challenge life provides. With our unique purpose-led perspective, DSM helps customers contribute to a brighter world with better nutrition for all. Because where other providers merely see products, we see purpose.

As a reliable, end-to-end, innovative, purpose-led partner, DSM provides more than ingredients. We offer the most integrated offering in the industry. We offer a broad portfolio of science-backed products and customized solutions powered by expert services aimed at supporting a product’s entire life cycle, from concept to consumer. This takes more than ingredients; it takes a partner.

See how purpose drives everything at PartnerwithDSM.com

~120 words

At DSM, we take pride in understanding the true potential of our customers’ products and how they can help our planet’s growing population stay healthy and ready to meet whatever challenge life provides. Where other providers merely see products, DSM sees purpose. With our unique purpose-led perspective, DSM can help our customers’ products make a bigger difference in the lives of people all around the world. As a reliable, end-to-end, innovative, purpose-led partner, DSM provides more than ingredients. We offer a broad portfolio of science-backed products, customized solutions powered by expert services aimed at supporting a product’s entire life cycle, from concept to consumer. This takes more than ingredients; it takes a partner.

See how purpose drives everything at PartnerwithDSM.com

~60 words

Where other providers merely see products, DSM sees purpose. As a reliable, end-to-end, innovative, purpose-led partner, DSM offers a broad portfolio of science-backed products, customized solutions powered by expert services uniquely aimed at supporting your entire product life cycle, from concept to consumer. This takes more than ingredients; it takes a partner.

See how purpose drives everything at PartnerwithDSM.com
### Consistency is key

In communicating with our customers, each DSM segment provides a different message to distinguish itself in the HNH market. These messages are inspired by each segment’s narrative, which you can find on the Voice of HNH.

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<th>Dietary Supplements</th>
<th>Pharmaceuticals</th>
<th>Medical Nutrition</th>
<th>Early Life Nutrition</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>We see a world where people get the nutrition they need to live healthy, active lives.</strong></td>
<td><strong>We see a world without malnutrition, and we can’t do it without you.</strong></td>
<td><strong>We see people living passionate, active lives by making health a priority.</strong></td>
<td><strong>We see therapies that safely and efficiently help to improve people’s lives.</strong></td>
<td><strong>We see better compliance, elevated care, and improved quality nutrition for all patients and the elderly.</strong></td>
<td><strong>We see healthier, happier childhoods creating healthier, happier futures.</strong></td>
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</tbody>
</table>

**At DSM, we harness our natural curiosity and innovation expertise to deliver proven nutritional solutions that lead to better, healthier lives. This takes more than ingredients. It takes a partner.**

**At DSM, we know that creating brighter lives for 4 billion undernourished people takes solid experience, technical expertise, and passion at every stage of the development process. That’s why we constantly innovate affordable, aspirational, and accessible nutritional solutions, empowering our customers’ products to change lives anywhere in the world. This takes more than ingredients. It takes a partner.**

**At DSM, we know purpose can be the difference between just driving consumer interest and differentiating your product on the store shelf. That’s why we pour all our curiosity, insights, and innovation into every product we help develop. This takes more than ingredients. It takes a partner.**

**At DSM, we deliver passion, innovation, and scientific expertise for every stage of your product’s life cycle. This takes more than active pharmaceutical ingredients. It takes a partner.**

**At DSM, we have a deep understanding of the nutritional needs of all patients at every stage of their lives, and the elderly. That’s why we have an unparalleled record of delivering science-led innovation at every stage of your product’s development. This takes more than ingredients. It takes a partner.**

**At DSM, we know life is healthier when it’s supported from the beginning. That’s why we’re committed to delivering high-quality, insight-driven, innovative nutritional solutions at every stage of your product’s development. This takes more than ingredients. It takes a partner.**

**At DSM, we know that creating brighter lives for 4 billion undernourished people takes solid experience, technical expertise, and passion at every stage of the development process. That’s why we constantly innovate affordable, aspirational, and accessible nutritional solutions, empowering our customers’ products to change lives anywhere in the world. This takes more than ingredients. It takes a partner.**

**Partner with DSM for access to our broad portfolio of science-backed products, customized solutions, and expert services aimed at reliably supporting your entire product life cycle, from concept to consumer. Visit PartnerWithDSM.com to get started.**

*This call to action is meant specifically for OTC pharmaceutical products, customized solutions, and expert services.*
Delivering at every touchpoint

When used as a reliable, end-to-end, innovative, purpose-led partner, DSM can deliver an industry-leading brand experience that adds value for the customer at every touchpoint that’s relevant to the segment, starting from the very first time they interact with us.

AMBASSADOR OPPORTUNITY

The importance of building brand equity is inherent to our marketing efforts. Our success as end-to-end partners can only be achieved if customers learn to shift their perspective about our offerings. The responsibility of this shift lies with you, our brand ambassadors, when you interact with customers in any medium.

OPTIMIZING OPPORTUNITIES

To manage your success in the HNH market, your segment will be able to tailor its marketing approach to its own needs. Remember, each business line will have a relevant, efficient, optimal measure of support and may not be exposed to each of these touch points.
Visual brand language

DSM in the HNH market has its own unique visual brand language (VBL) that makes our concept instantly recognizable and memorable. It’s differentiating and ownable, and it concisely tells our larger story. Each concept expression will be visualized on an end-market segment basis, so each product example will resonate with our target market. The range of conceptual artwork, while varied, remains true to the conceptual intent.

Market segment displayed: Early Life Nutrition
Campaign image library

**USAGE GUIDELINES**

These full visual renders, complete with detailed backgrounds, would be ideal for full-page ads in trade publications, conference booths, or any other marketing situation in which the full impact of the artwork is desired.
Campaign
image library

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 USAGE GUIDELINES

These versions of concept artwork can be just as impactful, but the omission of the background means these iterations could be more ideal for digital applications like Web pages, customer relationship emails, and social media or any other marketing situation where the white background would make it logistically helpful.

For instance, these assets could be teamed together within the same communication and their singular integrity would not be lost.

These assets may be used for mixed audiences for which each segment concept may be of importance.
Bringing it to life

As the concept reaches new markets, further examples of how this is expressed will be found in this section. Check *The Voice of HNH* often for new versions of this branding guide.
Concept imagery dos and don’ts

Please adhere to these branding usage rules when creating communication pieces. Strict discipline in doing so will drive the overall brand equity of DSM. Conversely, failure to adhere to these standards dilutes our equity and visual brand language, and it reduces your effectiveness as a brand ambassador.

Remember that the image and the headline go hand in hand. Do not use the headline out of the context of the aligned image. This applies to the segment level as well as products and any entity in our portfolio subject to the campaign.

Do place headline copy in such a way that its cadence is supported by the visual.

Do allow the imagery to play the leading role in ad placement.

Do place copy over legible areas of the image.

Do NOT place the headline copy on the “product” half of the creative.

Do NOT crop the hero image in a way that prevents the full story from being understood.

Do NOT place headline copy without its gradient text box.
How the creative works

1 **HERO IMAGE**
The hero image is the focal point of every ad. It tells the majority of the Products with Purpose story. The surrounding copy is intentionally subtle to create as much emphasis as possible on the visual.

2 **HEADLINE**
Headlines are always placed to the right side of the hero image within a color gradient text box. This places emphasis on the *purpose* side specifically (ie, the part that brings meaning and emotion to the ad). The “we see purpose.” should always be bold.

3 **SUBHEAD**
This copy will be subject to approval and updates by segment leads. It is inspired by each segment narrative as its foundation.

4 **BODY COPY**
Generally, this copy will remain consistent with slight alterations based on segment needs. It is also influenced directly from each segment narrative.

5 **CALL TO ACTION**
This copy will largely go unchanged as it ties together the intent and conceptual integrity while directing readers to the DSM website. A thin rule will always appear to the left of the copy. The Web URL will always be in a bolder font weight.

6 **DSM LOGO LOCKUP**
Ensure DSM signature is complete with the DSM master logo and DSM activity descriptors.

Please refer to the latest DSM brand identity requirements document for proper usage of elements such as the DSM signature and typeface.

Available on the DSM brand center: DSM brand identity requirements

Market segment displayed: Nutritional Improvement
Future campaign tactical expressions

As this concept has the opportunity to shine on websites, digital advertising, social media, print collateral, and trade shows around the globe, new examples of tactical expressions will be found in this section.

Check the The Voice of HNH to see how campaign expressions maintain consistency with brand guides, messaging, and visual brand language.

Check for updates at: The Voice of HNH
How to use the Partner Mark

There are multiple ways to show this mark, and there are several variations for display on the next page. The graphic has full-color and mixed-color options for both dark and light backgrounds.

**USAGE**

This mark is only to be used for the B2B environment to demonstrate how DSM performs in the HNH market.

Ensure the mark is always legible and given the appropriate clear space.

**CLEAR SPACE**

This designation is provided to help maintain balance with the mark and the elements around it. Too much clear space can leave it stranded without complementary forms to anchor it. Too little clear space can crowd it and render it ineffective as an element. Most clear space is designated by an element within the mark itself that’s used as a measurement device to help define the neutral area between the mark and its surroundings. Below is an example of the appropriate clear space for all variations.

The clear space for all variations is designated by the height of the letters “END” within the mark and stacked on top of each other.
Chapter 3 | Application: Usage

Full color

Products emphasis

Customized solutions emphasis

Expert services emphasis

Knockout

Knockout products emphasis

Knockout customized solutions emphasis

Knockout expert services emphasis
How the campaign lives tactically

The foundation of the DSM branding in the HNH market can be applied to the tactical level with any segment’s product offering. The cadence of two parts creating a whole will be reminiscent of the DSM Products with Purpose campaign in the HNH market.

As the creative concept campaigns to different iterations, one message will remain clear: that we are a reliable, innovative, end-to-end, purpose-led partner for the HNH market.

Outi Helena Armstrong, Director, MARCOM Global & EMEA, HNH DSM Nutritional Products
Chapter 3 | Application: Product Level

Product level ad example

Here is an example of how a product level ad emulates the Products with Purpose campaign using photography, relevant messaging, and standardized product typography, all while building equity in the DSM brand.

The left side of the ad represents products, just like in the DSM concept.

1. **HEADLINE MESSAGING**
   This messaging is specific to the product, yet retains the feeling of the DSM branding. It echoes the DSM cadence of "Where others see..." but is written specific to life's OMEGA.

2. **PRODUCT ART**
   Segment level art uses computer-generated imagery, which is too complex to produce for each and every individual product DSM may provide. For this reason, individual product ads can utilize stock imagery to represent a given product. In this case, the photograph of algae is used.

3. **COPY AND CALL TO ACTION**
   The text placement and font style match the DSM segment level creative. While the body copy is specific to the product, the call to action is universal across all communications.

The right side of this ad alludes to the overarching DSM concept of purpose.

4. **TRANSITIONAL ELEMENT**
   Product level ads bridge the gap between product and purpose by using a transitional element. In this case circular algae are a similar shape to the bubbles. Using shapes or textures helps unify the product side with the purpose side of the ad.

5. **HEADLINE MESSAGING**
   This messaging is also specific to the product, but still retains the essence of "purpose" from the segment level campaign. The “We see...” part of the ad will be particular to the product benefit.

6. **PURPOSE ART**
   This ad comes to life through impactful lifestyle imagery that stays true to the “Products with Purpose” campaign and alludes to the positive, bright outcome that DSM provides.

7. **DSM LOGO LOCKUP**
   Ensure DSM signature is complete with the DSM master logo and DSM activity descriptors.

8. **PRODUCT TYPOGRAPHY**
   Remember to use the standardized typography (Fira Sans) for product names. This will further build and maintain equity in the DSM brand.
Chapter 3 | Application: Marketing Examples

Trade prop box prototype for B2B only

Trade props will also feature the Partner Mark and DSM logo, along with relevant messaging per segment, in order to further build and maintain equity in DSM branding.

Guidelines for a conceptual product sample

1. DSM LOGO LOCKUP
   Ensure DSM simplified logo (no tagline) is shown in full color (when print production allows) on front of all trade props.

2. PARTNER MARK
   Ensure Partner Mark is displayed to retain DSM equity.

3. PRODUCTS
   Sample 1 displays Partner Mark showcasing product offering while package specifies product set in standardized typography.

4. CUSTOMIZED SOLUTIONS
   Sample 2 displays Partner Mark showcasing a customized solution while package specifies solution.

5. THE “ABOUT DSM PANEL”
   - The back of the box displays approved messaging that drives our customers to a Web resource.
   - All fonts, weights, and capitalization will maintain consistency among other marketing product samples.

6. GRAPHIC STYLE INTERPRETATION
   Packaging graphics, imagery, product names, claims, and other common elements found on packaging can vary on a case-by-case basis. Work with your team to ensure the end result fits within the appropriate look, tone, and feel.

7. DEMO-SEAL
   The compulsory demo-seal highlights that this is a conceptual visual. It should be placed on a trade prop when space allows.
Product sample for B2B only

Product samples will also feature the Partner Mark and DSM logo, along with relevant messaging per segment, in order to further build and maintain equity in DSM branding.

*Guidelines for when a conceptual product sample has limited space*

1. **DSM LOGO LOCKUP**
   - Only when print production has specific limitations (i.e., limited to a 2-color PMS print) can the DSM simplified logo be used as a single brand color.

2. **PARTNER MARK**
   - Ensure Partner Mark is displayed in full to retain DSM equity.

3. **MARKET READY SOLUTIONS**
   - Ensure Market Ready Solutions is displayed above package copy.

4. **THE “ABOUT DSM PANEL”**
   - This displays approved messaging that drives our customers to a Web resource
   - All fonts, weights, and capitalization will maintain consistency among other marketing product samples

5. **GRAPHIC STYLE INTERPRETATION**
   - Packaging graphics, imagery, product names, claims, and other common elements found on packaging can vary on a case-by-case basis. Work with your team to ensure the end result fits within the appropriate look, tone, and feel.

6. **ADDITIONAL SUPPORT MESSAGING OPPORTUNITY**
   - For instances where an additional companion promotional piece accompanies the stick pack, ensure that required communication components are included: DSM logo with tagline, Market Ready Solutions line, Partner Mark, call to action, and this approved message describing these solutions to customers:

   **Why choose DSM Market Ready Solutions (MRS)?**
   - Start with DSM’s off-the-shelf MRS or work with us to customize it according to your needs in order to bring your concept across the finish line. From formulation to testing to packaging and beyond, DSM is ready to help you get your product to market, faster.
It's an exciting time at DSM, and this new way forward will help ensure our success in a meaningful, impactful way. I’m happy to be a brand ambassador for DSM, and eager to help others realize their purpose here, too.

Peter De Meester,
Global Vice President, General Nutrition

Follow-up

Questions?

If you have questions or feedback on this guide, please reach out to your regional ambassador or access our internal communication hub.

All information can be found on:
The Voice of HNH
This concept is a landmark evolution in the history of our business. It’s differentiating among our competitors, it’s unique in the industry, and it’s attuned to the way we will express the DSM promise for years to come.

Richard Schleif, Global Marketing, Director, Branding & Customized Solutions