



So, You Did a Re-Brand, Now What?

Don't Stop. Continue Your ~~Re-Brand~~ Transformation.

Ana Villegas

CHIEF MARKETING OFFICER

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Who is NI?





We're
invested.

\$1.3B 2020
REVENUE

22% INVESTMENT
IN R&D IN 2020

~40 COUNTRIES WITH
NI OPERATIONS

35,000+ CUSTOMERS
WORLDWIDE

You're in good company.



Semiconductor



Transportation



Aerospace, Defense,
and Government

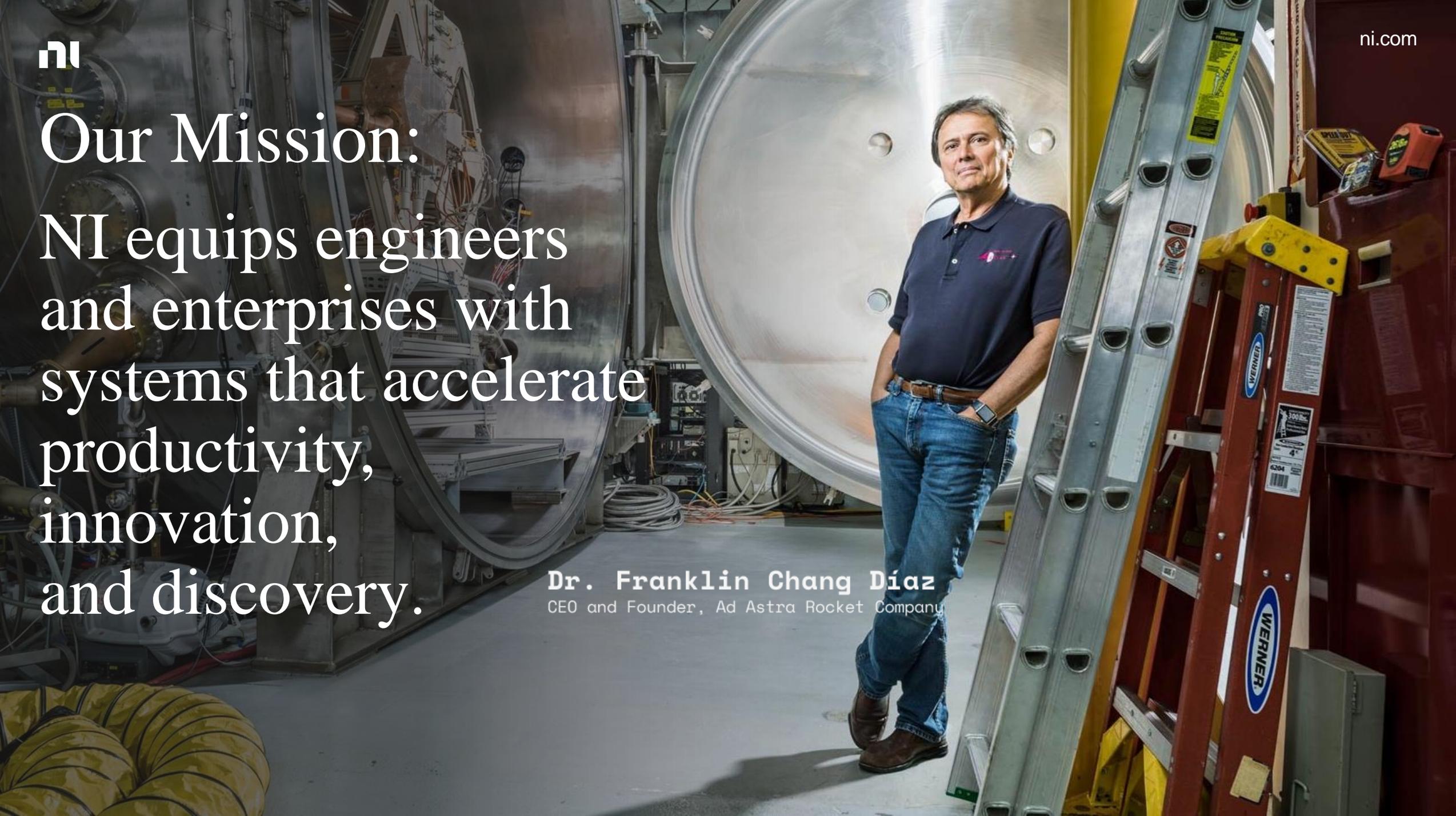


Electronics,
Academia, and
Industrial Equipment



Our Mission:
NI equips engineers
and enterprises with
systems that accelerate
productivity,
innovation,
and discovery.

Dr. Franklin Chang Díaz
CEO and Founder, Ad Astra Rocket Company



- Execution of ideas
- World's best engineers and enterprises

Engineer Ambitiously.

- Think bigger
- Aim higher
- Go faster

In January of 2020, we set to
modernize our brand
modernize the company

disrupt our market
disrupt B2B marketing

We were ready to put our first integrated brand into market...

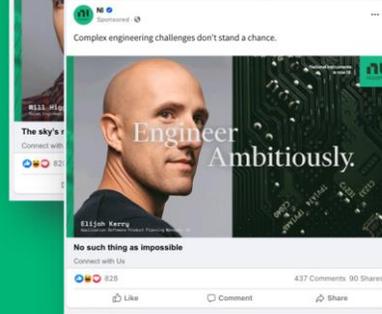
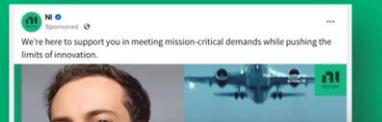
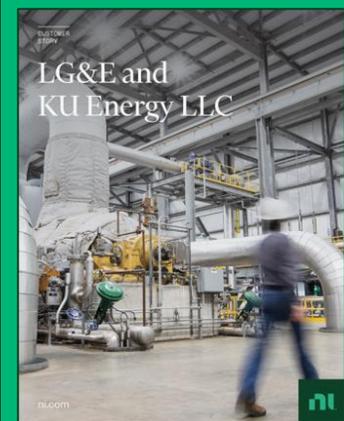
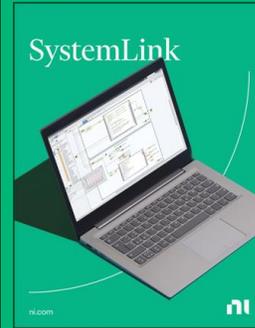
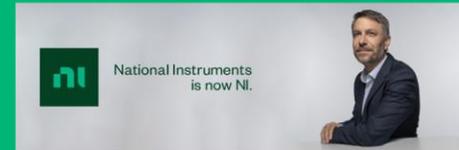
Then COVID Hit.



PART 1

You Heard

Doremus CEO, **Joe Rivas** and NI Vice President, **Shelley Gretlein** pulled back the curtain on the twists and turns of launching the major new campaign — NI's first brand effort — and how COVID-19 upended the process.



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PART 2

TODAY

We are continuing our re-brand efforts but, a re-brand isn't a moment in time. The launch itself is an inflection point that puts you on a different path than the one you were on before.

Make no mistake, this isn't a re-brand, it's a transformation.

Culture Shift

Customer-Centric

Making it Real



~~Re-Brand~~ Transform Your Culture

Beyond a Launch

Brand is about defining how NI is seen, heard, experienced, and understood by our customers, our partners, our competitors, our communities AND our employees

Our intent was not just a launch, but we set out to unearth, define (or refine) themes and ideas core to the brand so that we could distill, **strengthen, and evolve the company's story.**

A Transformation

We had taken an inside out approach. To understand our global brand perception and drivers through a survey with more than 900 customers and prospects.

We had to change our tactics and simplified our metrics.

Our values are shaping a new culture.

We looked at the little things to shape the brand. Not just logo but welcoming customers to the new NI, and how our facilities security teams greet visitors and employees.



Transform Your Culture

Involving your employees ahead of the actual launch allowed them to absorb the voice and strategy behind the shift that was coming.

Formed **Brand Council Team** consisting of Functional Executives to ensure buy-in and ability to cascade to their organizations

Began **training** with customer-facing organizations first – sales and marketing

Robust internal **training with Managers** and Employees ahead of the public launch

Significant investment in **building internal communities for education and collaboration**



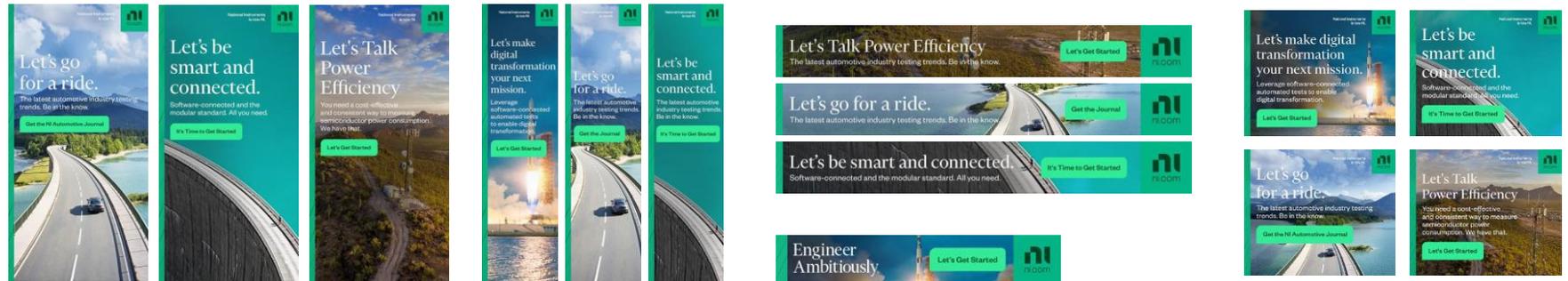
~~Re-Brand~~ Transform For Your Customers

A Customer-Centric Creative Campaign

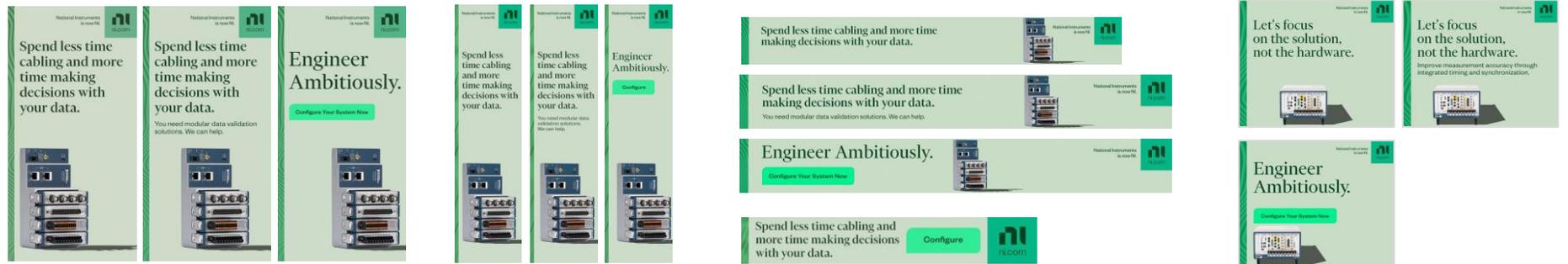
Connect (Brand)



Convince (Inquiry)



Commercialize (e-commerce)



Our Stories

From customer to corporate responsibility

From technology to humanity

From products to solutions

From software to services

These are our stories.



OUR IMPACT ON HUMANITY



OUR IMPACT ON TECHNOLOGY



OUR AMAZING PARTNERS & CUSTOMERS



THE SIMPLICITY OF SOFTWARE



EXPERTS IN INDUSTRIES

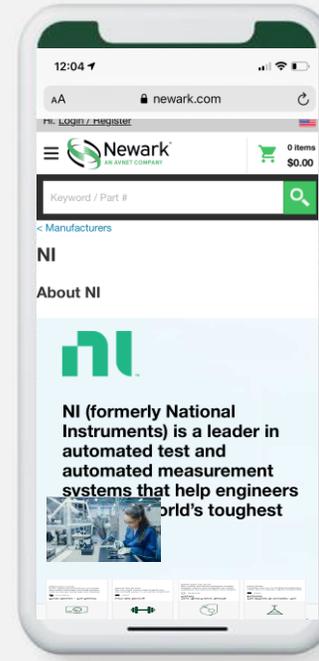
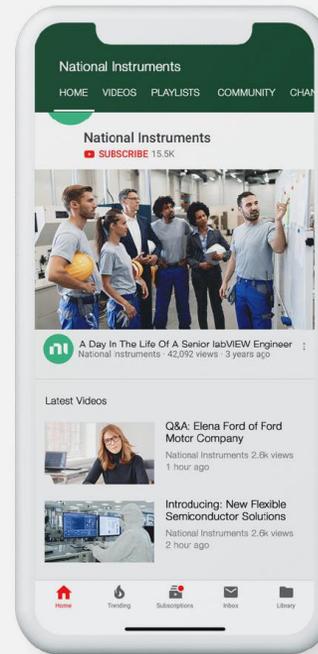
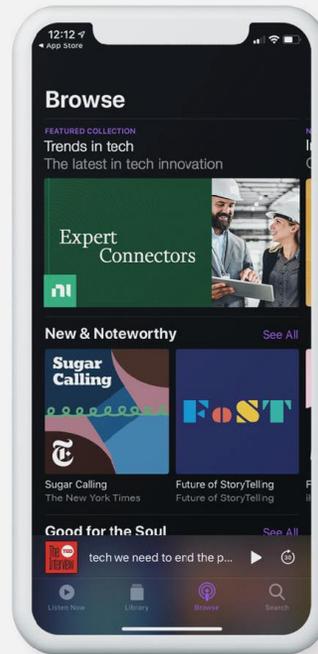
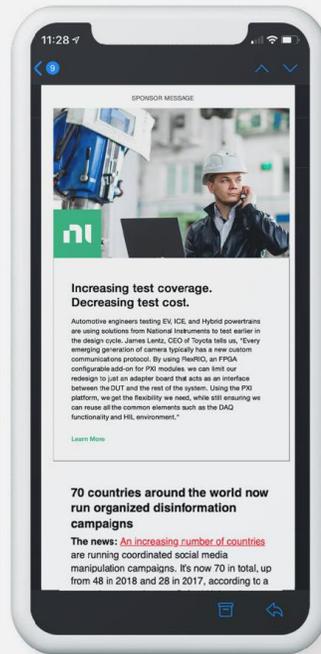
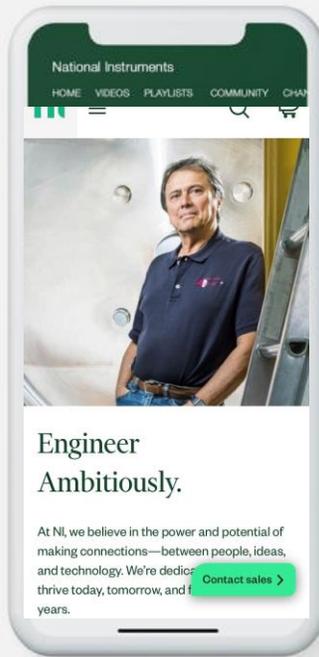


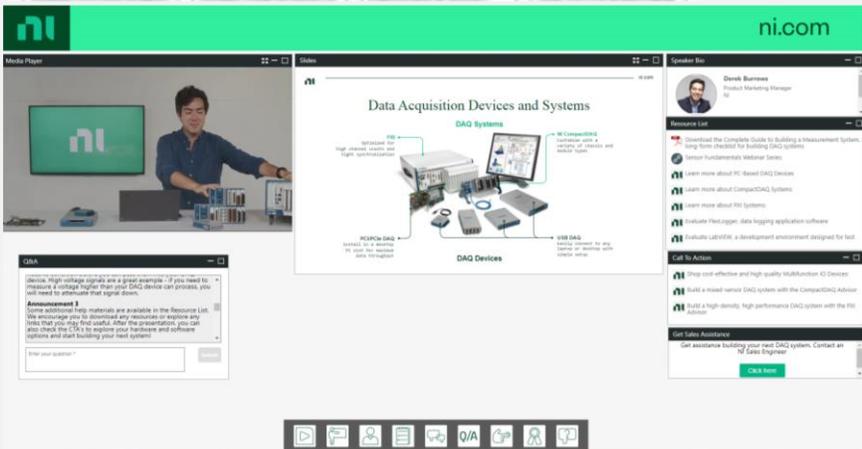
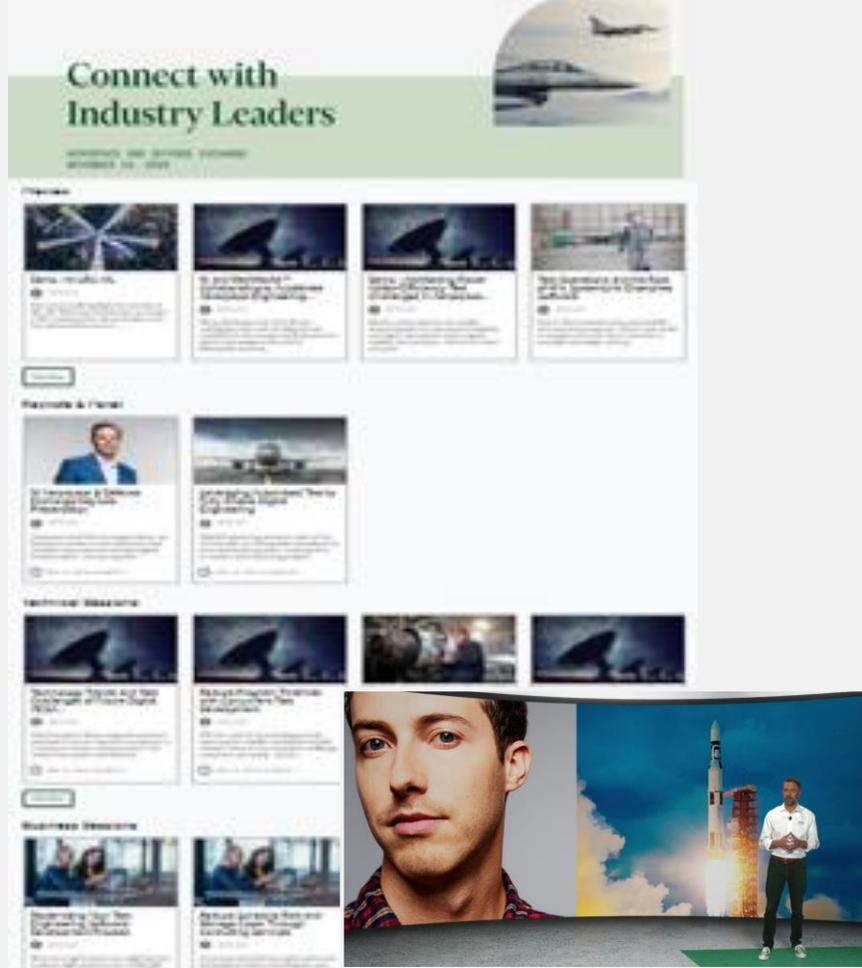
BREADTH AND DEPTH OF SOLUTIONS



Telling Our Stories Across Multiple Platforms

... Reach NI.com and Beyond





CASE STUDY

Digital Events Connecting with Customers Where They Are

The Transformation

We had to become experts in virtual event experiences including implementing new platforms, almost overnight and while launching a new brand.

Outcomes

5X
REACH
IN CONTACTS

68%
MORE CREATED PIPELINE
DOLLARS PER EVENT

25%
BUDGET USED FOR
EVENTS COMPARED TO 2019



~~Re-Brand~~ Transform Your Execution
to Make It Real



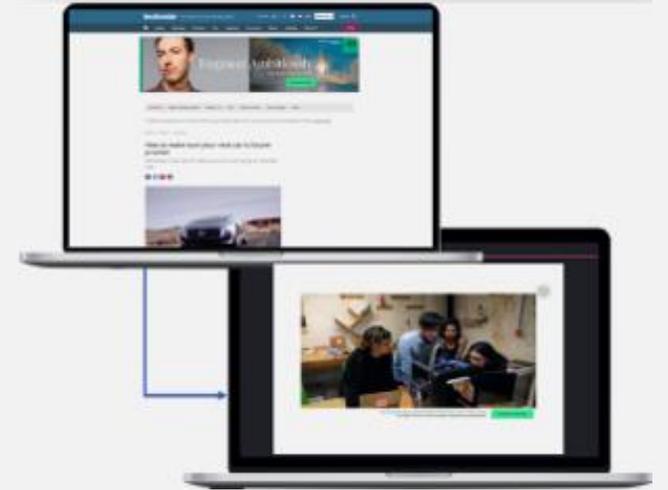
Finding engineers where they work & play (digitally)



Breakthrough Media and Creative to Reach Engineers and Business Decision Makers



CONNECTED TV



HIGH IMPACT UNITS AND VIDEO



NATIVE AND CONTEXTUALLY TARGETED DIGITAL

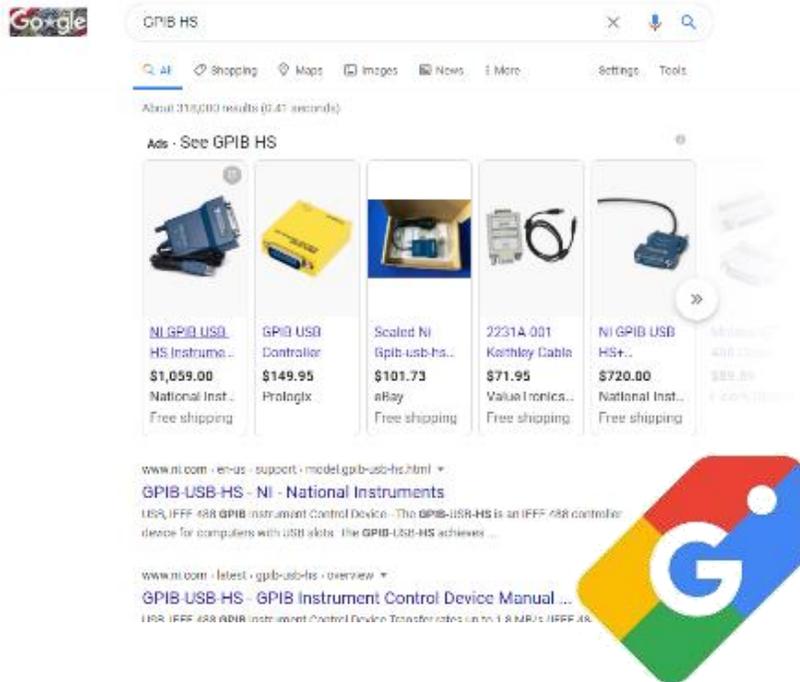


MOBILE AND EXPANDABLE UNITS



Demand | Extending the Brand Efforts to E-commerce

Google Shopping



Shown on the results page of a google search and within the shopping tab

Google Discovery



Shown on the home page of the Google app or the Google.com homepage on mobile, YouTube home feed, and Gmail

Google Retargeting



Shows a display banner to visitors of specific pages after they've left ni.com – Google Display Network



Enabling Shopping Experience at NI.com

Application



WIRELESS DESIGN AND TEST

Multifunction I/O

Ideal for a wide variety of industry applications such as laboratory automation, research, and design verification



DATA ACQUISITION AND CONTROL

Motor Control

Use these products to build smart machines, automate tests, and more.



SOFTWARE

LabVIEW

Real-time test applications, such as stimulus generation, data acquisition, and calculated channels and custom channel scaling

Software



Programming Environments

Create custom solutions with NI integrated development environments.

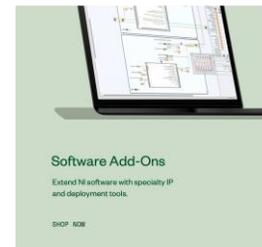
SHOP NOW



Application Software

Develop your solution using a configuration-based workflow.

SHOP NOW



Software Add-Ons

Extend NI software with specialty IP and deployment tools.

SHOP NOW

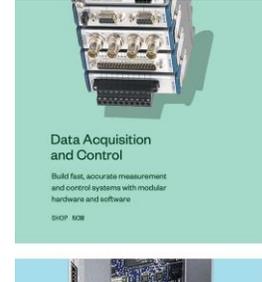


Software Suites

Build an industry-specific system with recommended NI software products.

SHOP NOW

Application Area



Data Acquisition and Control

Build fast, accurate measurement and control systems with modular hardware and software

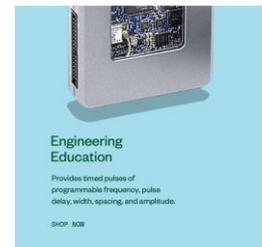
SHOP NOW



Electronic Test and Instrumentation

Create custom instruments using configurable, high-performance hardware and software

SHOP NOW



Engineering Education

Provides timed pulses of programmable frequency, pulse delay, width, spacing, and amplitude.

SHOP NOW



Wireless Design and Test

Design, prototype, and test wireless products and technologies

SHOP NOW

Individual Products



FROM \$457.00

C Series Module

Combines common I/O circuitry, including analog and digital I/O, into...

MULTIFUNCTION I/O



FROM \$457.00

Oscilloscope

Acquires and analyzes time- and frequency-domain analog signals...

PXI STAND ALONE



FROM \$457.00

Pulse Generator

Provides timed pulses of programmable frequency, pulse...

PXI WAVEFORM GENERATOR

Contact sales >

System

Aerospace & Defense

Energy is a complex field with a broad array of concerns, including energy security, environmental and operational protection, system efficiency, distribution system reliability and control, and clean energy technologies.

Learn More






Driving Success Across the Journey

If you can't measure it, it didn't happen

Reach

70%+

INCREASED UNAIDED
BRAND AWARENESS (US); 30%+ GOAL

2X

BRAND AWARENESS IN (CHINA)

4X

INCREASED SOV

Engagement

14%

INCREASED
NI.COM TRAFFIC

1ST

SUSTAINABLE WEBSITE
TRAFFIC IN 3 YEARS

5X

CLICK-THROUGH RATE
BETTER THEN BENCHMARKS

Conversion

40%

AVERAGE MONTHLY GROWTH
OF INQUIRIES

24%

INCREASED
SHOP VISITS TO NI.COM

30%+

AVERAGE MONTHLY GROWTH
OF ACTIVITIES LEADING
TO ECOMM PURCHASES



~~Re-Brand~~ Transform Your Company

Transformational Lessons Learned

Culture Shift

- Company wide effort
- Start with your employees

Customer-Centric

- Not only for big launch
- Holistic customer journey

Making it Real

- Digital yes - figure out how
- Invest in content
- Relevant key metrics
- Build agility
- Innovate



National Instruments
is now NI.