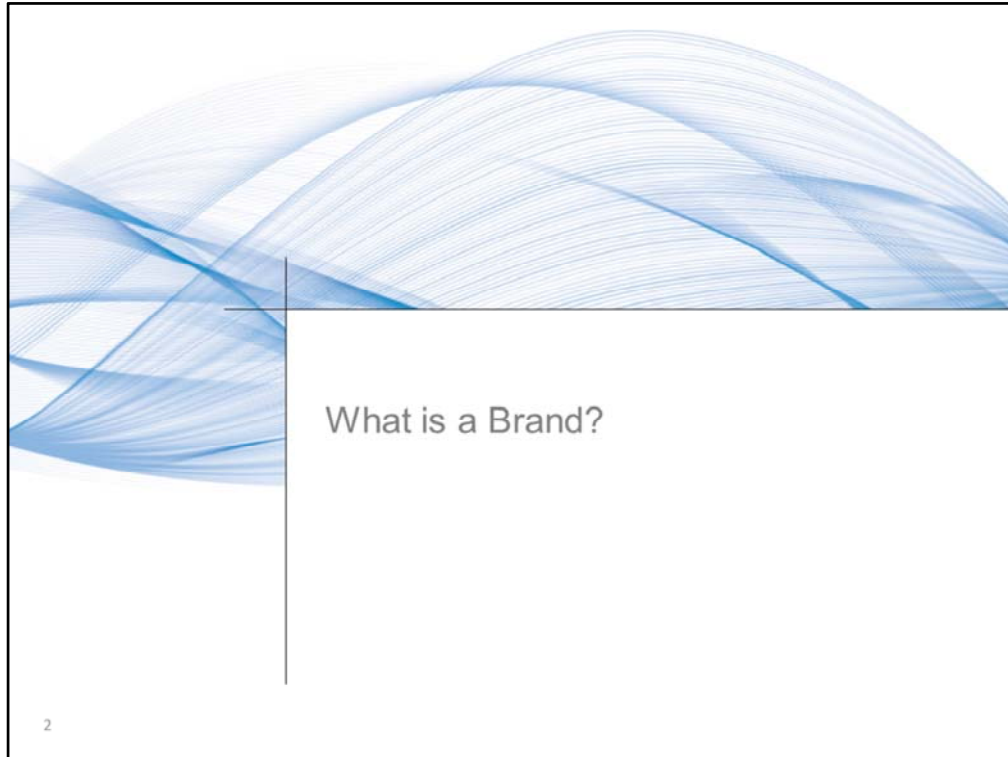


decoustics® **Leophon®** Gyptone® PERFORMA®



CertainTeed Ceilings Sounds of Market Leadership

CertainTeed
SAINT-GOBAIN
Ceilings



Let's get this started with some of YOUR thoughts. You're out there every day selling in the trenches. You see product names, manufacturer names – you see certain companies as having a certain reputation. Based on your experience – what is a brand?

(Capture thoughts from group on a flip chart.)



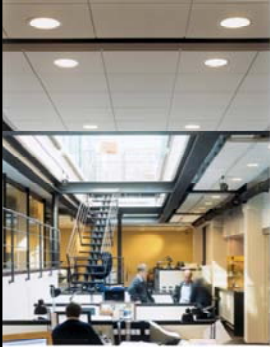
What is a brand?

“Brand” is frequently described by advertising pundits as a promise:

- It is what the product or service provider promises.
- It is also what the consumer perceives.
- It is the recognition that a certain set of qualities, whether in a product or a service, will be consistently delivered when you see a specific symbol or name.

A brand is not a logo or a trademark, although those symbols are components of a brand and STAND FOR a brand, they are not, in themselves “a brand.”

CertainTeed
Acoustic Solutions
Ceilings



What brands are you loyal to and why?

There are many brands that we see every day. Some are so recognizable and so prevalent that we can't imagine a day without them.

4

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(Ask reps to write answers on index cards and share)

(Observe if some brands on the index card get multiple responses)

Some brands are showing up repeatedly on your cards. Why do you think you remember these brands?



What brands are you loyal to and why?

Brands can be memorable for many reasons – some good and some bad:

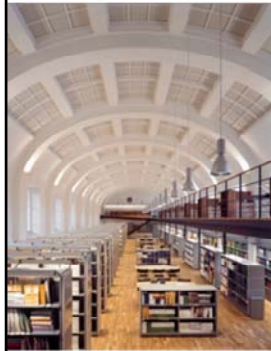
- You've had a good experience with the brand and know, first-hand, that you like the product or service and would buy it again.
- You see it advertised constantly across many mediums.
- A celebrity uses or endorses the product or service.



What brands are you loyal to and why?

- You associate the product or service, such as an Escalade or a Rolex watch, with a certain lifestyle.
- Your peer group uses products or services under that brand and talks about the positive or negative experiences with the brand.

All of the above are components of brand recognition.



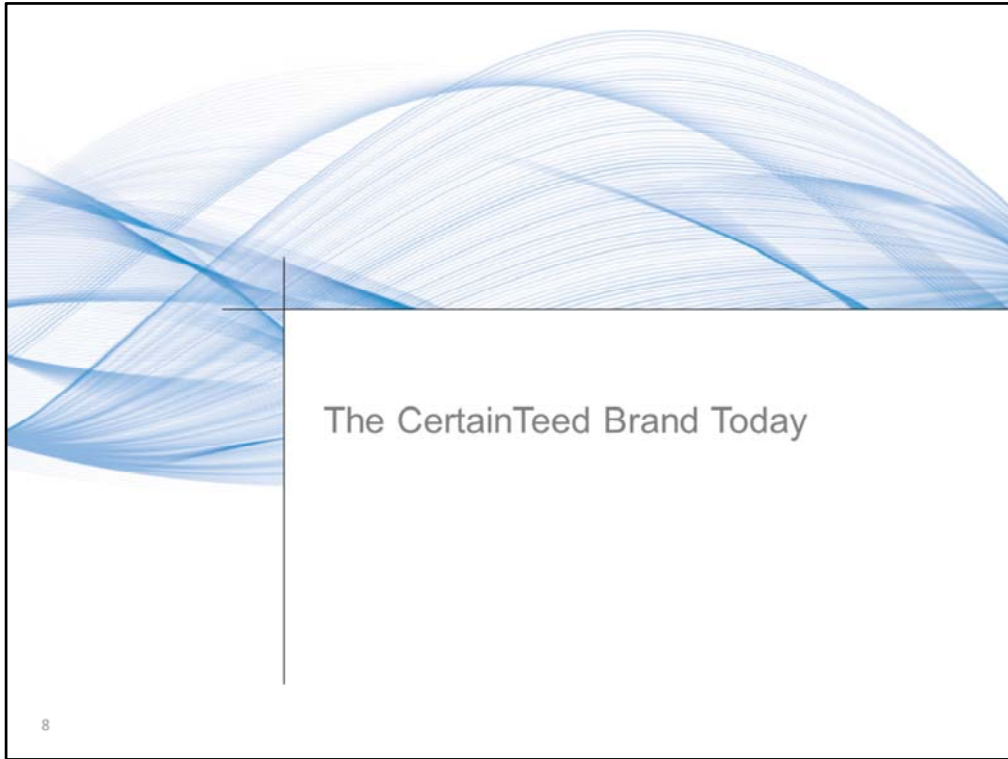
Brands are based on PERCEPTION – and also your point of view.

A manufacturer may have a certain perception of a brand that they have produced. But a consumer may have a different perception. A successful brand is one where the perspective of the manufacturer and the consumer are identical – or very close to the same:

- We make what you want/need (manufacturer).
- You buy it because it IS what you want/need (consumer).

Brand is based on PERCEPTION -- and also, your point of view.

Each person's perception varies. Some brands evoke strong emotions and memories – like your favorite ice cream when you were a child or the brand of shoes you wore when you played basketball in college -- or the car that you feel is the safest for your family. Brand is a powerful concept.



Let's discuss the CT Ceilings brand today.



The CertainTeed brand today

There are many ceiling products under the CertainTeed brand. We offer a broad selection of products because there is no such thing as a one-size-fits-all ceiling panel. However, throughout all of these products, there is a brand promise. What do you see as that brand promise?

- List three qualities in your point of view.
- List three qualities that the A+D market perceives us as.



The CertainTeed brand today

The fundamental brand promise behind every CertainTeed Ceiling product is about delivering:

- High-quality sustainable products.
- High-quality products that are a building block to an acoustically sound environment.
- Reliable ceiling products backed by a best-in-class warranty.



What is our brand vision?

The CertainTeed Ceilings brand vision focuses on Environmental Acoustics™ design and is supported by the concept of evidence-based design.



What is our brand vision?

Why is this our focus?

- Our competitors are completely focused on product attributes. They sell based on product attributes. They are not focused on the end result.
- We understand that our customers in the A & D community have moved past product selection based on product attributes and are leaning more toward selecting brands that deliver occupant well-being.
- Our customers in the A & D community are focused on the whole project – the finished product – and what that finished space delivers.



What is our brand vision?

What is the future state for the CT Ceilings brand?

By focusing on Environmental Acoustics technology and evidence-based design, we differentiate our brand and our products from our competitors.

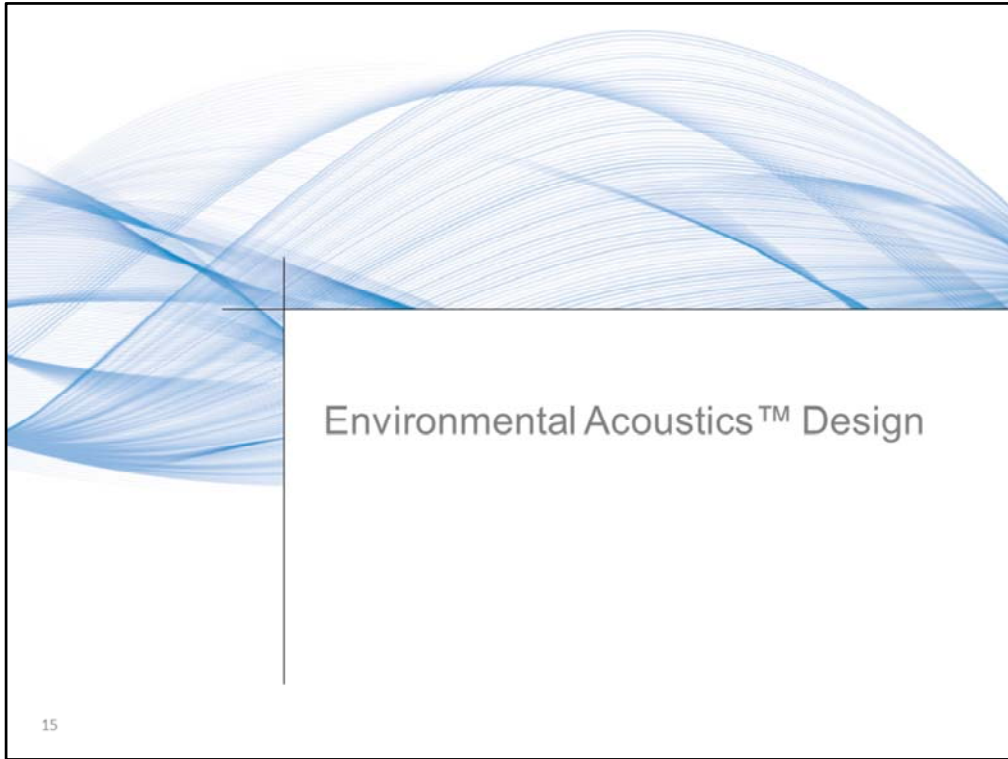
- We design products that address the needs that are proven to exist in studies.
- We “sell” the evidence that proves the product is needed.




What is our brand vision?

What is the future state for the CT Ceilings brand?

- We “sell” the science that demonstrates that the product meets the need.
- And we “sell” based on vertical markets – because the studies and the evidence gathered is gathered in vertical markets.
- We have the best solution – not because we say so – because the science and the evidence says so.



Why did we create this brand strategy?

 <p>16</p>	<p data-bbox="1138 222 1284 281">CertainTeed SOUND SOLUTION Ceilings</p> <h2 data-bbox="634 338 1032 373">Environmental Acoustics™</h2> <h3 data-bbox="634 432 1044 459">Why did we create this brand strategy?</h3> <p data-bbox="634 491 1281 548">When we review the brand strategy of our competitors, we can see their shortcomings.</p> <ul data-bbox="634 579 1105 789" style="list-style-type: none">• They are focused on product categories.• They are focused on product characteristics.• They are focused on aesthetics.• They are generalists. <p data-bbox="967 905 1284 926">decoustics · Loophem · Gyptone · PERFORMA</p>
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Why did we create this brand strategy?

When we review the brand strategy of our competitors, we can see their shortcomings.

- They are focused on product categories.
- They are focused on product characteristics.
- They are focused on aesthetics.
- They are generalists.



Environmental Acoustics™

Differentiation

When we address the specifics of Environmental Acoustics™ design, and address it by the specifics of each vertical market, we have the opportunity to differentiate CertainTeed and all CertainTeed ceiling products from all of our competitors.

- By addressing the detrimental affect of noise in all of our lives, we create one brand strategy.
- A strategy based on “noise” has universal appeal – we all understand how annoying constant and / or excessive noise can be.



Environmental Acoustics™

Differentiation

- By addressing the specific needs for reducing and controlling noise in each vertical market, we address the specific needs of that market.
- This focus on noise and the design solutions for noise – addressing needs vertically – market by market – differentiates CertainTeed Ceilings from the competition.

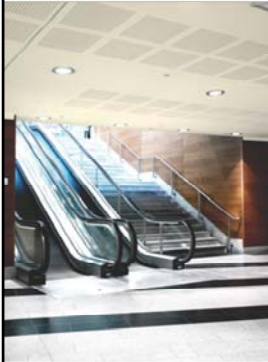


Environmental Acoustics™ Design

Market Segments

We are addressing three specific markets with the “Down with Decibels” strategy:

- Education
- Office environments
- Health care facilities / hospitals and clinics



Environmental Acoustics™ Design

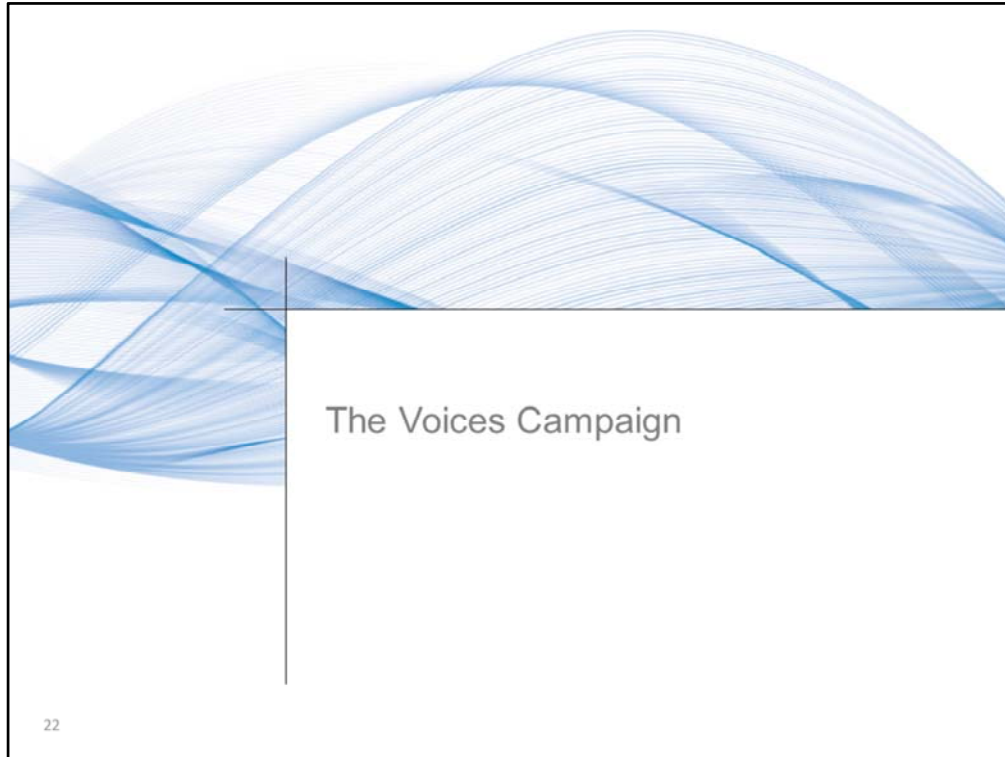
We are addressing these markets for three reasons:

- Significant evidence exists in these markets to support a correlation between the acoustics of environment and well-being / performance.
- There are LEED requirements specifically for schools that address acoustics and products that perform appropriately are necessary to meet these requirements.
- The A & D community is looking for products to address these needs, as well as meet the LEED v4 requirements for schools, and this is our opportunity to make them aware of the evidence-based design behind the CertainTeed Ceilings brand.



What is your role in the brand positioning?

- Each of you are ambassadors of the brand.
- You must understand the evidence showing the need to control noise behind each of the three markets.
- You should Incorporate this evidence into your sales efforts.
- You should be able to align a solution with an issue – an appropriate product for reducing noise in a specific situation / market.
- Become familiar with the “Voices” campaign and “Down with Decibels” tools provided.

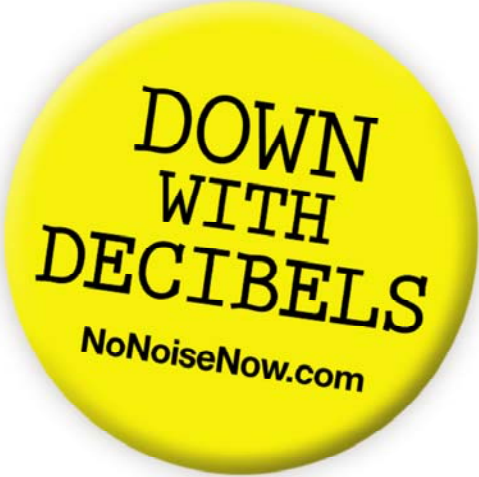


How does this campaign carry and promote the Environmental Acoustics™ design message?

Purpose and Objectives of the Campaign:

- The campaign gives human faces to the issues of noise in our environment and the affects it has on each of us.
- It speaks from the voice of the individual experiencing the environment.
- It shows the A & D community that the choices they make in the design process have an affect on the occupants of the space.
- In the end, all of these messages are designed to influence the A & D community to choose CertainTeed ceiling products.

CertainTeed
LOW NOISE
Ceilings

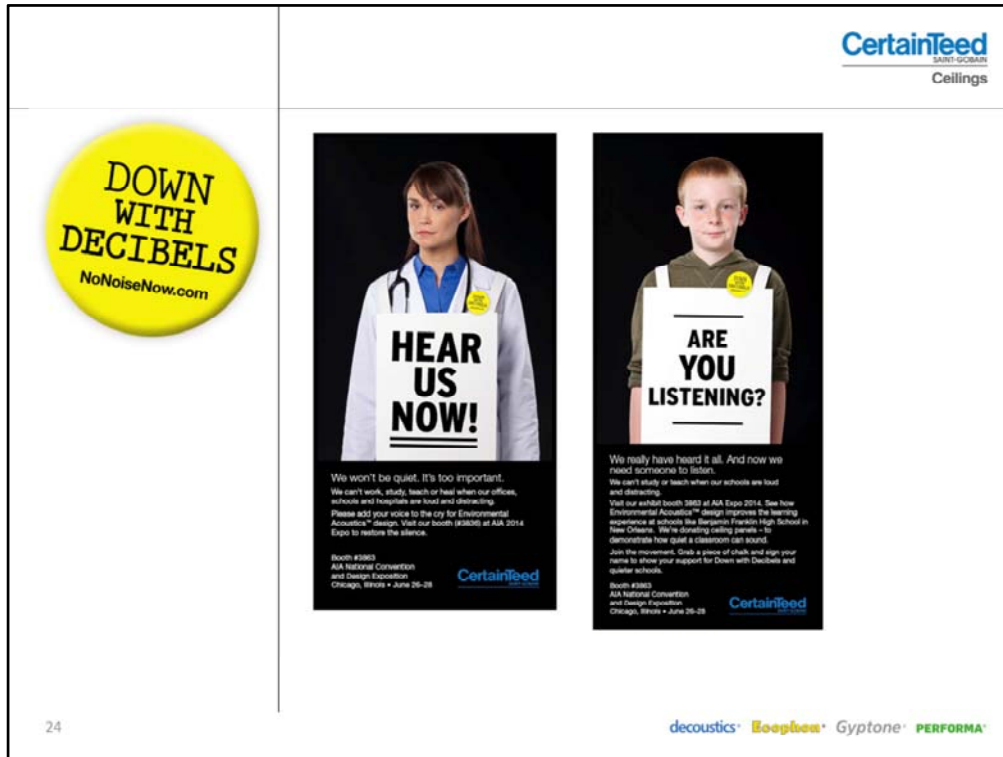


23

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The campaign was launched at a national level beginning with a strong message and rally cry to drive down the decibels and be heard now:

- We began with an ad campaign



The Booth

We are driving architects to the booth, first by sending out a series of eblasts (and a direct mail piece) with the visual of the occupant wearing a ceiling tile sandwich board with a big statement.

- The first is an image of the doctor, wearing a sandwich board made of ceiling tile, stating “Hear Us Now!” Encouraging them to add their voice to the cry for Environmental Acoustics™ design and to visit the booth.
- A secondary reminder email will go out closer to the show with the student, stating “Are you listening?” and encourage them to grab a piece of chalk and join the Down with Decibels movement at the booth.



At the show. . .

- Three occupants will be at the booth and the learning lab, wearing the ceiling tile sandwich boards.
- They will draw attention and awareness, and encourage people into the booth to come sign the chalkboard and join the movement.
- We will gather information from them.

CertainTeed
Ceilings

DOWN WITH DECIBELS
NoNoiseNow.com

“What’s Down with Decibels? Where can I get one of those buttons?”

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They will hand out buttons at the booth and be provided with talking points to guide them to a sales rep who can answer more.

They may say...

Likely Question: What’s down with decibels? Where can I get one of those buttons?

Actor Answer:

You may not know this, but poor environmental acoustics mean we’re all spending a lot of time in noisy buildings. It kills productivity, makes learning tough for kids and stresses us out. *Down with Decibels* is a new movement started by building occupants and manufacturers who want the architecture and design community to hear them and join them – and help restore the peace and quiet to everyday life. [Why don’t you join in? Sign the chalk board and find out more about Environmental Acoustic design.](#) And they’ll give you a button when you join the movement!



OR

Are you really a doctor?

Possible Response:

Yes. I’m a doctor of Environmental Acoustics design. I have seen a lot of patients that have had it up to here (indicate ears) with noise at school, at work and in hospitals. The noise level is not productive. And more than that, it’s not healthy. I’m asking the architectural community for your support. Will you join us in our effort to restore the silence – and our sanity? There are others like you. They are in booth #0000. Please go there and talk with them about using your expertise to improve the noise levels of our lives.

THE GOAL:

Once they are in the booth, we need to educate and engage in conversation.

We will get their input, thoughts and define issues.

And of course, sign the chalkboard to join the movement!

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Ceilings

Non-VOC equipment to quiet practice, background noise is part of every school day. So what's the concern? Background noise interferes with concentration and academic performance. Environmental Acoustics™ design minimizes the amount of background noise intruding into the classroom. Find out why it's important to make your school project more acoustically sound at NoNoiseNow.com



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SOUND SOLUTIONS
Down With Decibels
NoNoiseNow.com

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Post AIA, a follow up ad campaign will be launched that focuses on the occupants. Keeping the momentum, we will carry over the association with the human element from AIA.

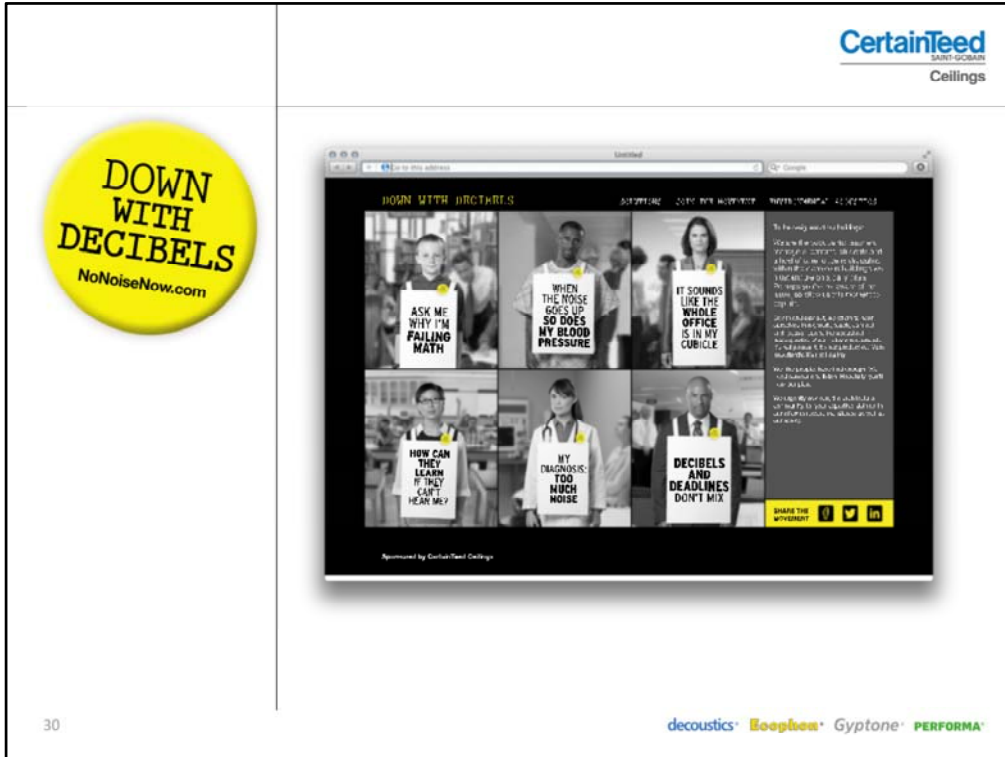
CertainTeed
LOW NOISE
Ceilings



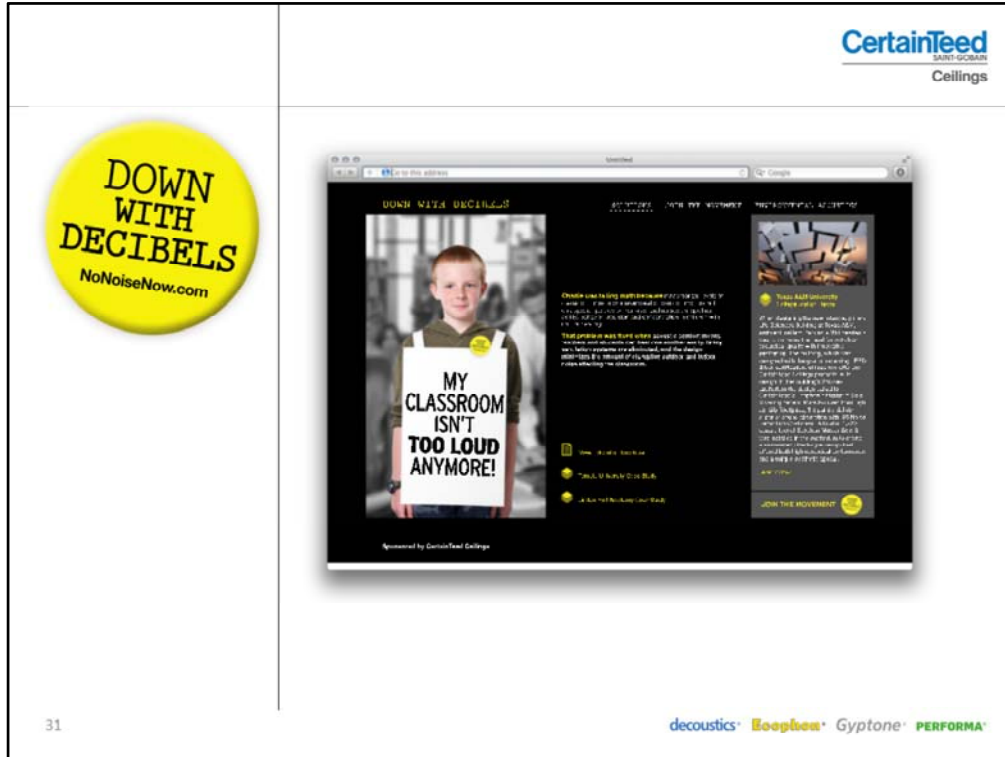
29

decoustics® **Loopholes**® Gyptone® PERFORMA®

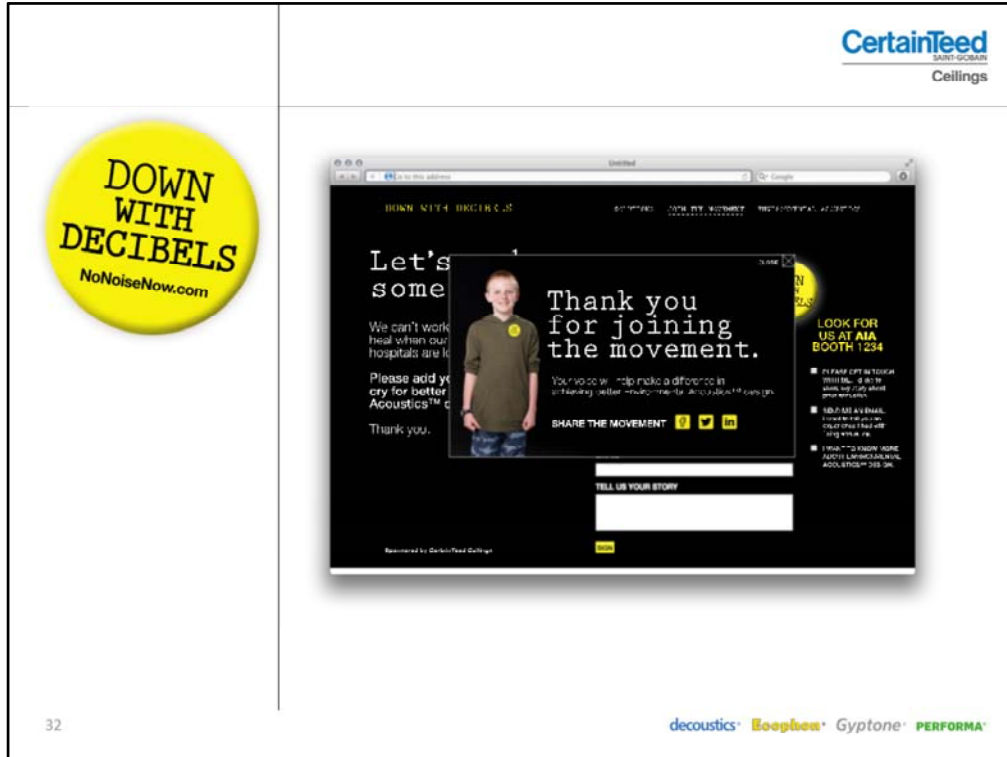
There will be one ad per vertical market.
As in the previous campaign, the call to action is to drive the reader to the microsite to learn more and join the movement.



Phase II of the microsite will bring the occupants to life as well as their issues. The right side of the page will be scrolling case studies.



Phase II of the microsite will bring the occupants to life as well as their issues. When you click on an occupant, it will take you to a secondary page focusing on the challenge and the solution. They will also be able to download a vertical specific brochure or look at additional case studies.



Phase II of the microsite will bring the occupants to life as well as their issues. When you click on an occupant, it will take you to a secondary page focusing on the challenge and the solution. They will also be able to download a vertical specific brochure or look at additional case studies.

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Ceilings

DOWN
WITH
DECIBELS
NoNoiseNow.com

Now it's up to YOU!

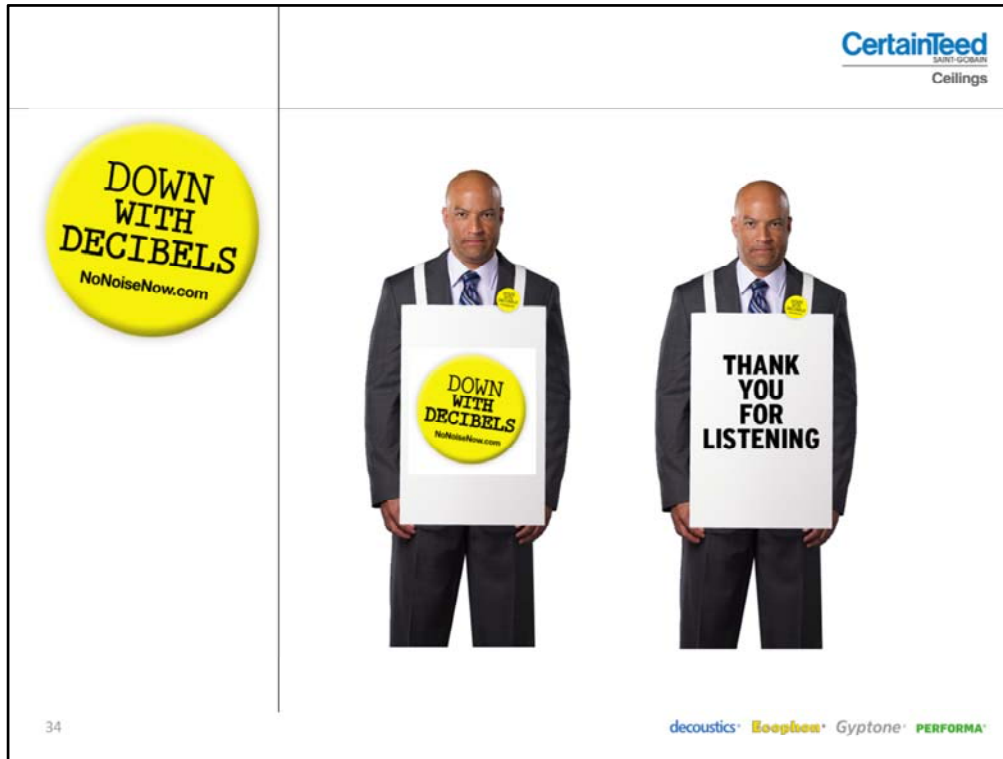
decoustics Ecophon Gyptone PERFORMA

33

it's time you take it from here...

We will be providing you with the tools to take it to the local level


You too have to carry the rally cry and get people to join the movement!




It starts with YOU!

Today we'll be taking photos of each of you with the sandwich boards to use as an Invite and a Thank You eblast to presentations, lunch and learns, table top events, etc.

Keeping with the personalization of the campaign, you will proudly convey the message.




DAVEY-GOSMAN
 Ceilings

From: **Tanya Cole**

Subject: **See, Have You Heard?**

Date: **May 23, 2014 12:12:42 PM EDT**

To: **Michelle Delaven**

[Hide](#)
[Block](#) [Function](#)

[1 Attachment, 81 KB](#) [View](#) [Quick Look](#)

Hi Michelle!

We're all looking for a little peace and quiet. And I think you can help.

Air conditioning units, cleaning equipment, lawn crews, band practice and office neighbors with loud telephone calls are all normal activities that drive up the decibel level in our schools, hospitals and office environments.


I'd like you to join me for an exchange of ideas designed to take the noise out of everyday life.

We're exploring the concept of Environmental Acoustics™ Design – a way to design structures with a quieter personality. We believe that when you start at the point of design, you can help avoid the noise and distractions that keep us all from enjoying our work, home and play.

Join our discussion about escaping the distracting, annoying sounds of life.

Date: **Tuesday, May 27**
 Time: **10:00 am**
 Location: **your office**
 RSVP by **Friday, May 23** to tanya@functional.com.

Thank!



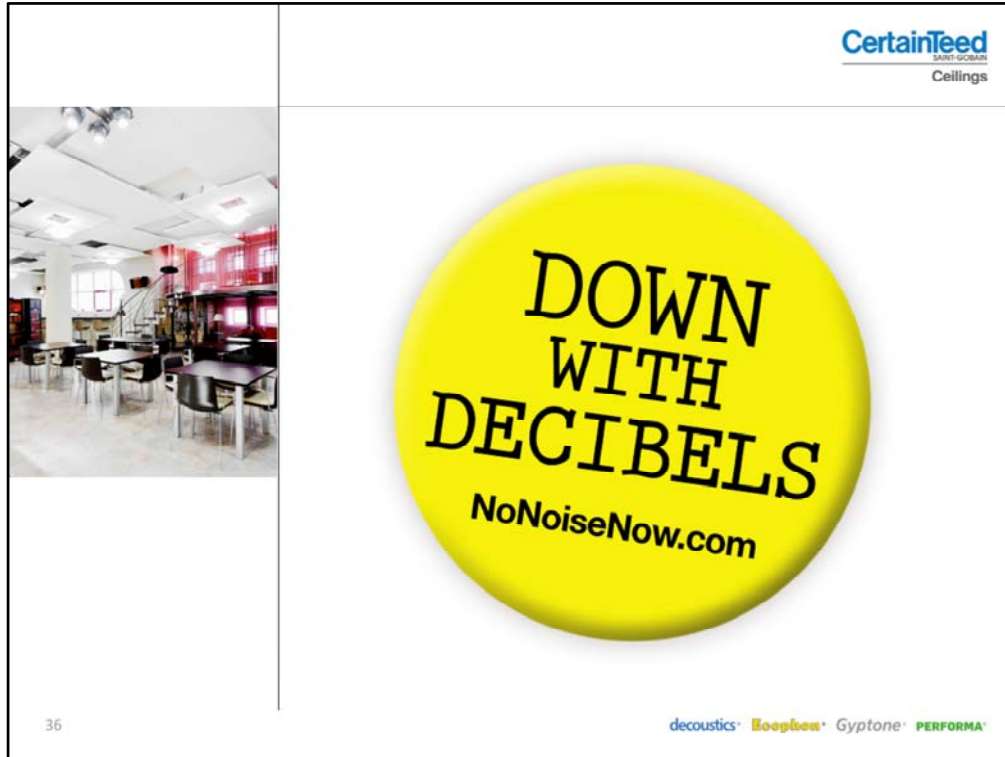
Stacy L. Mayhorne
 Marketing Communications Manager, **CertainTeed Ceilings**
NoNoiseNow.com
 O: 610.341.7904 | M: 610.306.0969 | F: 610.341.7904

[decoustics](#) [Loophole](#) [Gyptone](#) [PERFORMA](#)

Here is an example of how the image the image will appear in the invitation and thank you emails.

Body copy will be able to be personalized and customized for names and dates.

This helps create a strong connection between you and the customer.



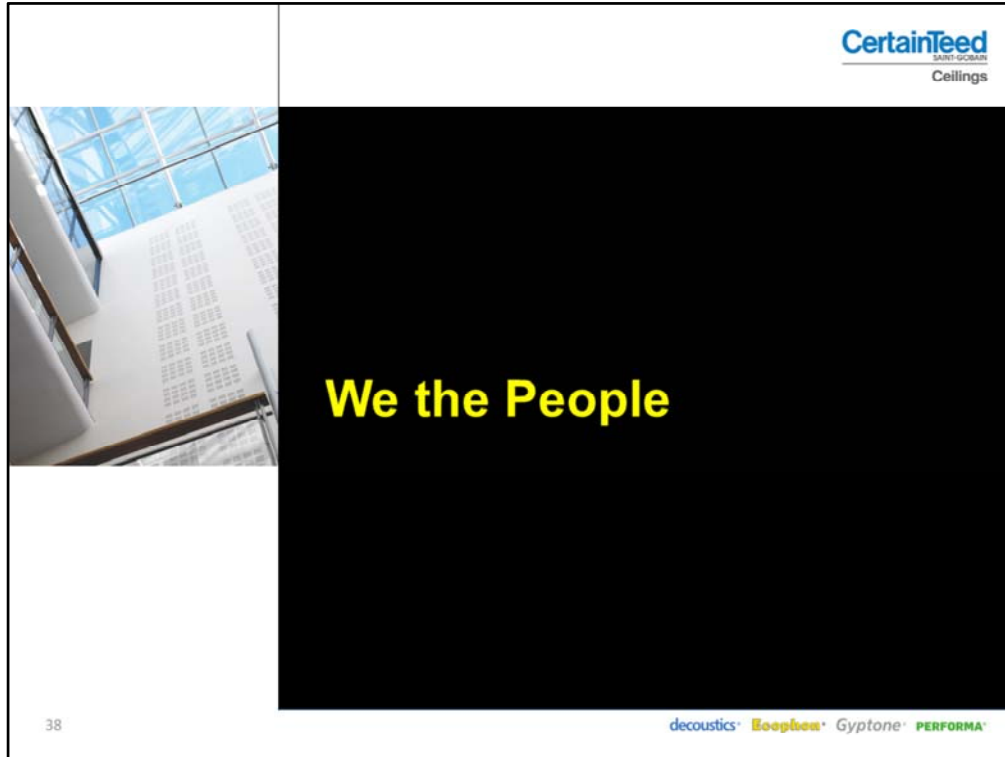
Once you've set up your meeting, we've provided you with a PowerPoint presentation that includes campaign components and details about Environmental Acoustics design to make it easy for you. Of course, add your own personality and energy to make it special.

Remember, the goal is to be interactive and conversational -- to get their input. We've included cues for this throughout.




To the designers of our buildings:

Consider this a statement of their struggle within the clamorous buildings they must endure on a daily basis. Perhaps you're not aware of the issue, so allow me this moment to explain.




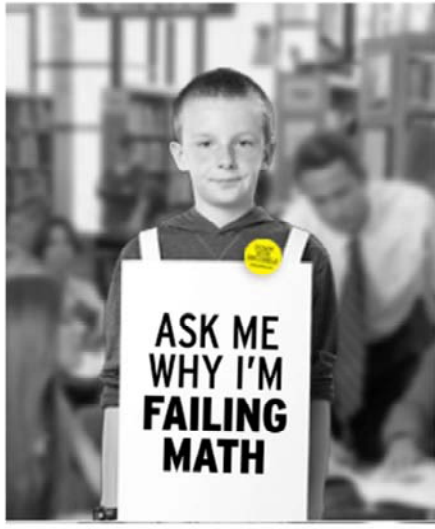
They are the occupants: teachers, managers, patients, students and a host of other citizens that need the noise to stop. They'd tell you in person, but frankly you'd have a hard time hearing them. Day in and day out, they struggle to hear themselves think, work, teach, connect and recover due to the acoustical inadequacies of our environments. It's not pleasant. It's not productive. More importantly, it's not healthy. They've have had enough. They've heard it all. (Really, they have.) And now they need someone to listen. Hopefully, you'll [hear their plea](#). They urgently ask you, the architectural community, for your expertise. Join them in [their efforts](#) to restore the silence as well as their sanity.



LOW NOISE

 Ceilings





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They are the occupants: teachers, managers, patients, students and a host of other citizens that need the noise to stop. They'd tell you in person, but frankly you'd have a hard time hearing them. Day in and day out, they struggle to hear themselves think, work, teach, connect and recover due to the acoustical inadequacies of our environments. It's not pleasant. It's not productive. More importantly, it's not healthy. They've have had enough. They've heard it all. (Really, they have.) And now they need someone to listen. Hopefully, you'll their our plea. They urgently ask you, the architectural community, for your expertise. Join them in our effort to restore the silence as well as their sanity.

as our

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DOWN WITH DECIBELS
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What we don't know is killing us!

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How loud is too loud? When do decibels get dangerous? [These are tough questions for the design community – but we have the information you need to help improve acoustics without sacrificing aesthetics during the design process.](#)

[There are things](#) most of us don't give much thought – things that have become so much a part of life that we often don't recognize they are there – [that](#) are killing our quality of life.

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75db

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Things like:

- Traffic at 75 decibels – and that's from INSIDE a building

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85db

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42

- Vacuum cleaners at 85 decibels

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95db

43

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- Lawn mowers at 95 decibels

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120db

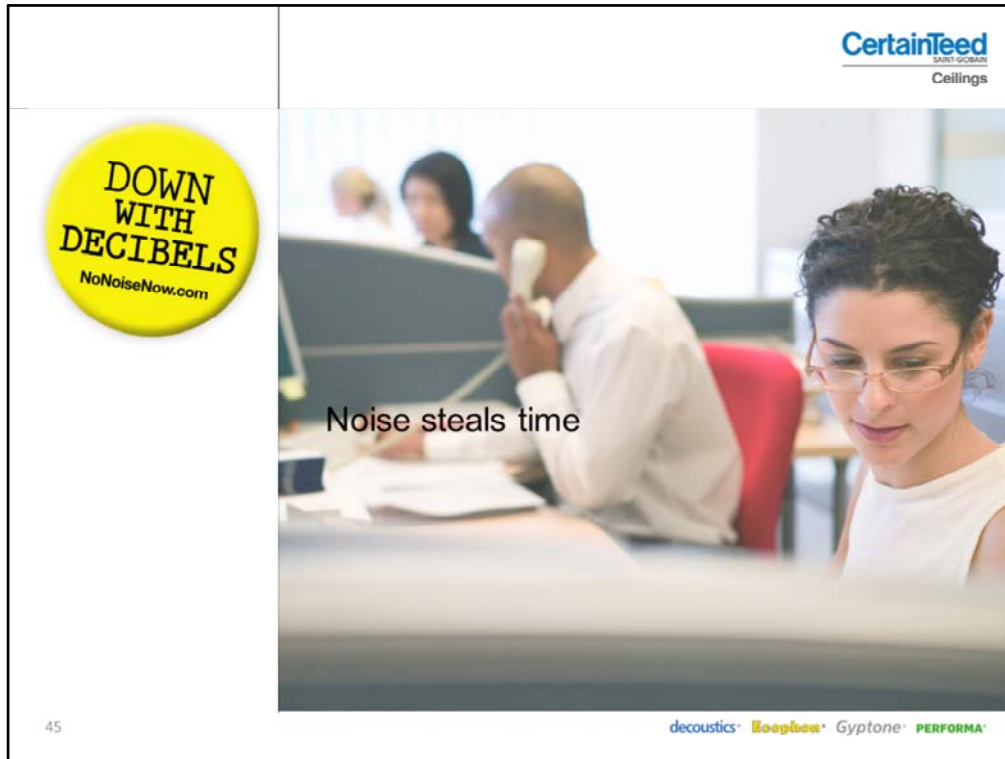
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School band practice at 120 decibels

Did you know that these things – these noises -- are destroying our concentration, keeping our kids from learning, and causing our doctors to hear us complain about sinusitis when what we really said was appendicitis.

When you consider that the risk of heart attack increases when noise hits 65 decibels, it's surprising we all made it here today.



These people spend huge portions of their lives in the buildings you design. What they are talking about is real:

- When an office worker is distracted by noise – whether conversation or a vacuum cleaner -- it can take up to 15 minutes to restore concentration.
- Common noise levels in offices -- 50 to 60 decibels on average -- increase fatigue among workers, which means lower productivity and more missed work days.

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Noise short-changes kids and teachers

46

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A photograph of a woman with dark curly hair sitting at a desk in a classroom. She has a pained expression and is holding both hands to her temples. In the background, other students are seated at desks, but they are out of focus. The overall scene suggests a noisy classroom environment.

- Studies of kids in noisy classrooms show them to be almost one full year behind in reading scores when compared to kids in quiet classrooms.
- Loud classrooms may cause teachers to raise their voices, leading to increased teacher stress, fatigue and possible voice impairment.

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Noise damages health


47

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The advertisement is a rectangular graphic divided into four quadrants. The top-right quadrant contains the 'CertainTeed' logo with 'LOW NOISE' in smaller text below it, and 'Ceilings' in a larger font. The bottom-right quadrant features a photograph of a healthcare professional in a white lab coat leaning over a patient in a wheelchair. The patient is wearing a blue hospital gown. The text 'Noise damages health' is overlaid on the photograph. The top-left quadrant is white and contains a yellow circular graphic with the text 'DOWN WITH DECIBELS' and 'NoNoiseNow.com'. The bottom-left quadrant is white and contains the number '47'. The bottom edge of the advertisement features a row of brand names: 'decoustics', 'Koophon', 'Gyptone', and 'PERFORMA'.

- Noise can trigger the body's stress response. Over time, it affects sleep and lowers your immune response to illness.
- Noise above 50 decibels increases the need for pain medication in postoperative patients.

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But YOU can help!

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But YOU can help. YOU can change this – and we can help you do it.

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LOW NOISE
Ceilings

DOWN WITH DECIBELS
NoNoiseNow.com

Environmental Acoustics™ Design
The Sounds of Silence are Based on Science

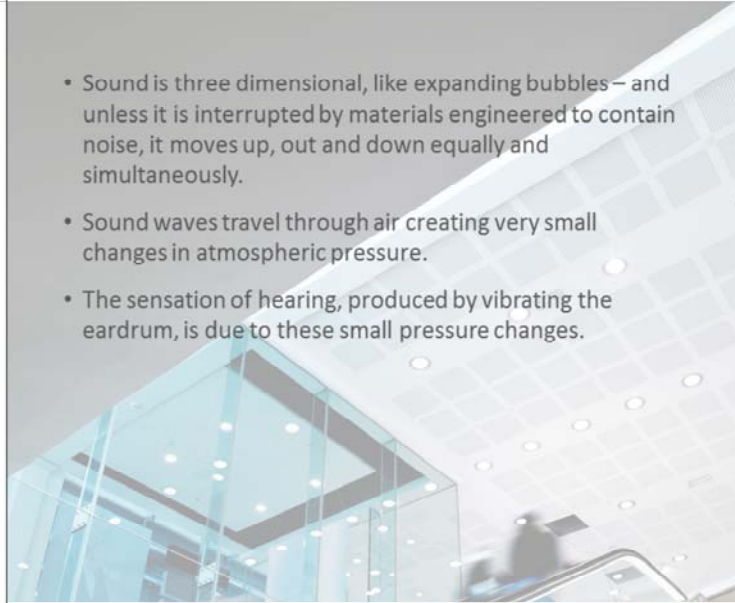
decoustics · Loophon · Gyptone · PERFORMA

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Environmental Acoustics™ design is based on understanding the properties of sound. The science of environmental acoustics studies the characteristics and performance of materials, products, systems and services related to the science of sound and the effects of sound on the surrounding environment.

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- Sound is three dimensional, like expanding bubbles— and unless it is interrupted by materials engineered to contain noise, it moves up, out and down equally and simultaneously.
- Sound waves travel through air creating very small changes in atmospheric pressure.
- The sensation of hearing, produced by vibrating the eardrum, is due to these small pressure changes.



CertainTeed
LOW NOISE
Ceilings



- Materials engineered to stop or absorb sound, or to lower the sound transmission coefficient, can be incorporated into every design, diminishing the negative effects of sound.
- When we choose materials or construction techniques that control, diminish or stop sound waves, we are engaging in Environmental Acoustics™ design.



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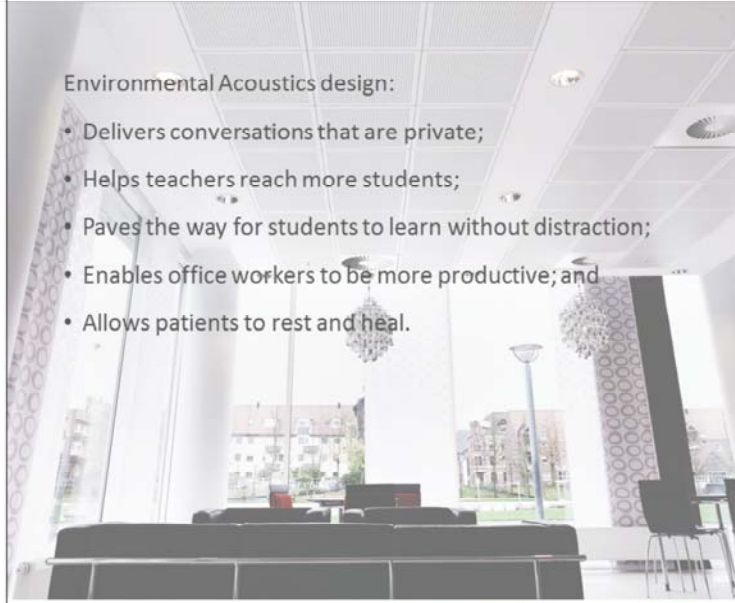
decoustics · **Loophole** · Gyptone · PERFORMA

CertainTeed has invested in research and engineering techniques to develop ceiling products that help you minimize disruptive noise during the design process.

DOWN
WITH
DECIBELS
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Environmental Acoustics design:

- Delivers conversations that are private;
- Helps teachers reach more students;
- Paves the way for students to learn without distraction;
- Enables office workers to be more productive; and
- Allows patients to rest and heal.



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**Would you repeat that?
I can't hear you!**


CertainTeed
CELLULOSE FIBER
Ceilings

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When you employ Environmental Acoustics design, a space can reach its full design potential. There's less repeating and more productivity.

CertainTeed
SOUND SOLUTIONS
Ceilings



- Our physical surroundings in any given setting contribute to the acoustic properties of that space.
- The sounds we want to hear can be over-powered by unnecessary and unpleasant noise.
- With Environmental Acoustics™ design, sounds are controlled to ensure that a space achieves the purpose for which it was designed.



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As architects and designers, do you consider acoustics when planning a project?

Do owners bring up noise issues or controlling sound when you discuss projects?

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Ceilings



**We're serious about
Environmental
Acoustics™ Design**

55

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Let me show you some of the ways we've helped drive down sound.

CertainTeed
ceilings

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When it's too loud, you can't learn

56

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Students and teachers are failing to achieve academic goals in old buildings with poor acoustics and new buildings where acoustics were not a priority. But when Environmental Acoustics design principals are applied, they can thrive.