



MELSERVO-J5 Coordinated Product Launch Promotion

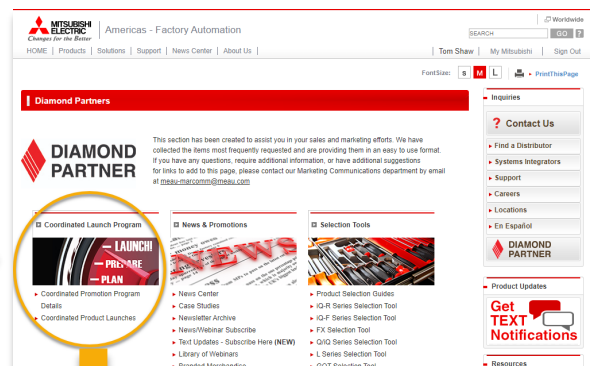
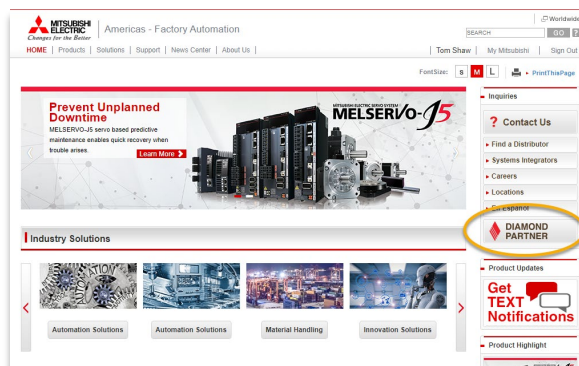
The CPLP is a comprehensive approach to better enable our distribution partners to participate in the promotion of our new product offerings, such as MELSERVO-J5 Series, alongside Mitsubishi Electric Automation (MEA). **The goal is to create excitement for this new product through a consistent and coordinated promotion and awareness campaign to the marketplace through the marketing arms of both MEAU and channel for a concurrent and impactful “splash”.** To accomplish this objective we are providing product promotion materials and information in advance of MEAU’s external promotion about how to implement the materials. The materials are stored in our document database with convenient links to the information below.

Timeline for the MELSERVO-J5 (aka MR-J5) Promotion Preparation and Launch:

- March 18: promotional materials and instructions released to distribution partners to begin preparation
- March 31: promotion preparation complete by end of day
- April 1: promotion of MR-J5 new product goes live for MEAU and distribution **simultaneously at 1:00pm CT**

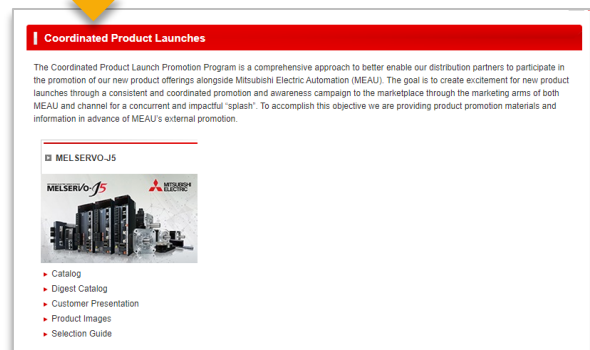
Instruction for Use of Promotional Materials:

A new “Coordinated Launch Program” section has been added to the Diamond Partner page on our website to house the information about the program and the materials for the individual coordinated launches. Please sign into the website to access visit the Diamond Partner page. Within this new section you can access details about the program overall, as well as materials and details on the individual coordinated product promotions.



Materials for the MR-J5 promotion program have been conveniently segmented into categories for ease of finding, including:

- Website promotion materials
- Social media promotion materials
- Email promotion materials
- Product collateral
- and more...



Product Introduction & Positioning Information:

MELSERVO-J5 Series products set the standard for servo performance in the world of factory automation. Cutting-edge technology, industry-leading performance, and advanced servo features allow users to unlock unused potential in their machines and factories. MELSERVO-J5 servo products are capable in various applications in many industries, including packaging, semiconductor, manufacturing, machine tool, printing, and more. Compatible with CC-Link IE TSN®, an open time-sensitive network, these products are ideal for high-speed, high-precision applications from simple to complex while simultaneously reducing total cost of ownership (TCO) for users.

Where to find this information: MR-J5 Product Bulletin

Promotion Messages Aligned by Persona and Customer Type:

Buyer personas are intended to help identify the motivators of different buyer and customer types. This allows us to present the features and benefits to customers in a way that will better resonate with what is important to them. The MR-J5 features and benefits below have been aligned to generate emotion and connection with the needs and goals of the customer based on their role or type. A number of messages have been created for different persona and customer types. Please use these messages when sharing social posts, reaching out to specific customers to share the news about this new product, or when crafting your own materials to promote this new product.

Where to find this material: MELSERVO-J5 [“Social media promotion materials”](#) link on coordinated product launch page

Social Posts:

Social media has become a mainstay in communication and promotion in the world today. To leverage this medium, we have prepared a number of social posts that are ready for you to use on LinkedIn, Facebook, Twitter, and Instagram. The messages have been grouped to better adhere to the target audiences of each platform; for example, since the LinkedIn audience is generally more business professional than Twitter, the messages for LinkedIn are longer and provide more information.

In order to have a consistent representation of MR-J5 across social networks for the next few weeks, please sprinkle some of the prepared messages into your social posting, posting a different MR-J5 message at least once a week. MEAU will be following the recommendation from Hubspot on posting times and frequency per channel, view the break-down of ideal posting times for each platform, here:

<https://blog.hubspot.com/marketing/best-times-post-pin-tweet-social-media-infographic>. In a nutshell, Hubspot explains that “Facebook and Twitter see high engagement at 9am, Instagram around 5pm, and LinkedIn between 10am-12pm”.

Where to find this material: MELSERVO-J5 [“Social Media Promotion Materials”](#) link on coordinated product launch page

Website Media:

Websites are a main source of information and are frequently a customer’s first introduction to products and solutions. For a consistent message and look we are providing you with the product story text, MR-J5 Series feature image, and a homepage headline banner graphic. Please use the materials to populate your website with information about this exciting new servo series. With MEAU and our distribution partners launching these assets on our websites concurrently, we increase our visibility and Search Engine Optimization (SEO) to increase search ranking in major search engines.

Where to find this material: MELSERVO-J5 [“Website Promotion Materials”](#) link on the coordinated product launch page

Promotional Email:

In addition to the digital promotions on the websites and social, we’ve prepared a promotional email ready to send to your mailing list. The email highlights the features and benefits of the new MR-J5 Series. Please deploy the email to your mailing list on the first day of promotion to generate excitement about the new offering.

Where to find this material: MELSERVO-J5 [“Email Promotion Materials”](#) link on the coordinated product launch page

Newsletter Article:

Newsletters are a great way to share news and promote new products and solutions to your customer base. To bring a consistent message about MR-J5 to the marketplace, we've prepared a newsletter article and image ready to use in your next customer newsletter.

Where to find this material: MELSERVO-J5 "[Email Promotion Materials](#)" link on the coordinated product launch page

Links to Product Images:

Along with the prepared materials we're providing, we including "raw" materials like product images to use when creating your own promotions and to support other activities on your website. Images of many of the motors and amplifiers are ready for your use.

Where to find this material: MELSERVO-J5 "[Product Images](#)" link on the coordinated product launch page

Channel Customizable Collateral & Direct Mailer:

Who says direct mail and print are dead? We've prepared a two-sided customer leave behind and large postcard sized direct mailer to which you can easily add your logo and contact information before printing and sending through the mail service, or to drop-off to customers in person. With less mail coming through the postal service, the direct mailer can be a great way to get attention. In addition to a high-resolution PDF, we are including InDesign graphic design files for your use if you have graphic design capabilities in-house. If you have trouble with the PDF or design files.

Where to find this material: MELSERVO-J5 "[Product Collateral](#)" link on the coordinated product launch page

If you need any assistance with any of the materials for the promotion of the new MELSERVO-J5 Series, please contact your Channel Account Manager (CAM). The Marketing Communications team will be supporting the CAMs to quickly provide you the support you need to achieve the coordinated promotion of MELSERVO-J5 concurrently on the promotion start date and time.

Thanks for your support and participation in this collaborative effort!