

Company	Magazine/Newsletter?	Website	Youtube Channel?
Milwaukee	nothing print, but you can sign up to receive email updates about the company and their products	mentions a little bit about the man/family who started the business - more focus on development of tools	yes
Dewalt	Subscribe to receive emails about news, special offers, and promotions. Printable/downloadable product catalog - detailed info about each tool, some people using the product but doesn't show their faces	mentions owner/founder in history but focuses on change of company/products	yes
Makita	downloadable tool catalog with detailed info about power, purpose, and capability of each tool	no mention of owner/founder or people	Yes
Bosch	email subscription for industry news, product innovation and promotion. Product catalog (details about each tool)	dull, average look. No about us section	yes
Porter Cable	downloadable dewalt catalogs	new, clean design. Focuses on "we" - it's the people who have developed the company not the tools	yes but very few photos

requestable catalog

photos of people with the products (shows their faces).
Emphasize the family aspect of tools and building

Yes

Ridgid

no

focus on talking about "you" as the customer, but doesn't show any customers using the products except for personalized products (that are not power tools)

no - has a few videos on YouTube but their all about the product and no focus on people

Kobalt

Facebook

photos and videos of their products at work and sales people using their products (mostly informational videos about how to use them and some promotional showing off the features).

videos of people explaining new product features/benefits. Focus on new products and their uses.

Twitter

a few photos, mostly updates on new products. No people

exact same format/videos/photos as facebook

Instagram

a lot of photos - all tools, only a few people

exact same format/videos/photos as facebook

some photos/videos of professionals and non-pros using products and mostly photos/videos of tools without people

same as facebook

same as facebook

minimal photos with people using products. Mainly showing off variety of products.

a few videos with salespeople talking about tools, photos about safety

same as twitter

no photos of people. All promotions for new tools

same as facebook

same as facebook

more photos/videos of people using their products (both impersonal content like salespeople and personal content with stories about customers and their projects)

mostly images of the products without people

mostly just the tools, but some photos of customers and their projects (some even women)

more photos/videos of people using their products (some stories about people and their projects, other just impersonal content). Promotes an interactive platform that encourages followers to comment, like, and share the posts to join the Kobalt community

same as facebook

same as facebook

Photos with people?

minimal - mostly used as spokespeople to inform you about product. Show how products make work easier for end users, but no "experience" with the tools

Stories on the people?

no

Main focus

manliness, heavy duty, intensity, professional work, durable, efficiency - "innovation. Quality. Heavy duty"

most are spokespeople to inform you about products. Some videos about the valuable, family-focused, american experience of working at Dewalt manufacturers - "together we build"=building both tools, a community, and the american dream

only found one - was about safety and the guy who was using the product had been working for 20 yrs and he was only included to demonstrate how people who know how to use power tools use Dewalt

control, expert, innovation, variety/versatility, details, "together we build", family, USA manufactured

World of Concrete event in Las Vegas - no videos of real people trying out Makita tools in a real setting. Makita is the official power tool of major league soccer - videos of soccer players comparing their skills to that of the tools (precision, speed, power, performance)

yes - almost every photo is someone using the tool on website, but facebook doesn't include people. Some salespeople and some articles promoting safety. World of Concrete (same as Makita) to promote tools themselves. Lots of videos w/ salespeople but no experience w/ tools

some - an individual who uses their products for charitable projects, groups of people using bosch (and the company itself) promoting safety (only a few of these videos - most videos don't create a Bosch experience)

no cords, simple, easy to use, quality

reliability, performance, power, innovative no-dust products, safety

yes on website but none on social media. Few videos of people using products and only salespeople. No photos or videos to show the experience of Porter Cable (no impact on end users)

no

experienced company, trust, quality, reliability

yes. The Ridgid Experience = a contest to win Ridgid products and free trip to their HQ - focuses on dedicated users and their stories with Ridgid. A few salespeople videos, but mostly honest customers talking about their experience and the reliability of Ridgid. Videos of companies using Ridgid - creates experience around the tools (ex: "A Sons of Sawdust Story" - brothers working together using Ridgid w/ their company)

yes - lots of videos about people and their projects with Ridgid and how they're the tools of their trade. Stories from real customers and users of the products promoted in a professional way. Videos of people who use Ridgid in their work - talk about how they love the products and how Ridgid has made their work more enjoyable/better

"powerful. Durable. Professional", high quality standards, long lasting, customers using the products - customer service, "best in class", "built for those who know"

yes but not about the people - all focus is on the tool. They talk about you as the user will like the tools. More focus on people's experience w/ tools on social media, but people and their stories are not emphasized

yes - a few videos about people's projects (one guy building a plane in his garage) but very few other stories. Parent Projects are video tutorials on social media about projects you can make for your family, but there is no specific customer stories with these projects

"New. Improved. Precise", get the job done, dependable

Overall takeaway

Impersonal use of people - focuses on the tools themselves and their effectiveness. No experience with tools beyond efficiently creating quality projects w/ tools

creates a "Dewalt club" type feeling through social media that encourages people to be avid, loyal users who collect as many Dewalt tools as possible and they all connect online to share their obsession. Emphasis on American dream and the reward of working with and for Dewalt
not a very powerful/ memorable image, website is outdated and monotone. No experience created with the tools/no impact of the tools on end users

doesn't look the most professional in terms of website design/company image, but focuses more on the people using the products. However, there is no "Bosch experience" or impact of the tools. They explain the quality of the tools and how that makes work easier, but no stories or effect of the tools on end users

doesn't focus on customers using their products. No customer experience created for end user. Barely acknowledges the user at all - all focused on products

Things to consider for

not showing persons face is very i
a little bit of both emphasis on pr
people behind the product. Make
accessory to the lifestyle the cust
(the life the company is trying to |

companies	none of these
that best	companies had
incorporate	newsletters or
people:	magazines, but the
Ridgid,	promotional emails
Dewalt	are equivalent

emphasizes the importance of the people using their tools and how dependable their products are. Creates an experience focused on dependability, quality, and a love for the tools. Real customers speaking to their experience with Ridgid.

not a very powerful/ memorable image, outdated website, doesn't incorporate people very much - no experience created w/ the brand and no specific stories of the customers

or Festool:

mpersonal. You need
oduct quality and the
the tools the
omers want to live
promote)