

3M, Lung Association Partner to Make People More 'Air Aware', Take Action



Partner Overview

3M Company is an American multinational conglomerate corporation operating in the fields of industry, worker safety, U.S. healthcare, and consumer goods. The company produces over 60,000 products under several brands. 3M is based in Maplewood, a suburb of Saint Paul, Minnesota.

3M's goals for partnering with the **American Lung Association** are:

- To partner with the country's leading air quality organization to make people more "air aware" by identifying air quality issues and encouraging actions.
- These actions include the changing of a home's HVAC filter more often with **Filtrete™ Air Filters**, or with the use of **Filtrete™ Air Purifiers**. Filtrete™ brand is a premier 3M Brand that has been improving indoor air quality for families for over 20 years.

Backstory & Strategic Approach

During the initial engagement, 3M partnered with the Lung Association's for *National Check Your Filter Days*.

"The public participated by visiting a website and pledging to replace their existing furnace filter during the beginning of each season with a new one that meets the Lung Association's *Health House* program air quality guidelines," said **Zach Miller**, Global Brand Communication Leader at 3M.

Everyone who pledged was automatically entered into a contest to win a trip for two to Honolulu, Hawaii - one of America's cities with the least air pollution, according to the Lung Association's annually published [State of the Air report](#).

Pledge recipients received a free copy of the Lung Association's *Improve the Air You Breathe: A Homeowner's Guide to Better Indoor Air Quality*.

- The workbook provided simple, practical tips and offered added peace of mind for Americans looking to do their part in creating a cleaner living environment for their families.
- Pledge recipients could opt-in for a quarterly reminder email to check their filters, courtesy of the makers of Filtrete™ air filters.

"The activation lasted for over 7 years, and then evolved into a longer term retail packaging licensing agreement and sponsorship with home improvement chain **Lowe's**," said Zach.



Today, 3M continues to support the Lung Association’s ongoing indoor air quality education initiatives through the Proud Partner licensing program.

After a thorough company and product review by the Lung Association, 3M uses the Proud Partner logo on Filtrete™ Brand Filters and Air Purifiers, which are sold at Lowe’s Home Improvement retail centers.

“The Lung Association’s Proud Partner logo is a great reminder to shoppers that changing your air filter with Filtrete™ Brand leads to improved air quality for a healthier home,” said Zach.

Results

Since the partnership began, 3M has seen a continual increase in Filtrete™ air filter household adoption, with the use and expansion of its higher performing air filters, accommodating a wide range of filter sizes.

“From what research we’ve done, we’ve found that consumers do notice the Proud Partner logo on the packaging and that it contributes positively to their overall impression of our brand,” said Zach.

The Lung Association partnership has also improved the quality of press coverage on the subject.

“With the Lung’s Association’s continued efforts to educate the public on the issue of poor air quality and how to improve it, we’re noticing the press being able to more adequately publish information about the matter and how people can take action,” said Zach.

“There’s a shared value and purpose in our partnership. Over the years, we’ve continued to each contribute to the initiatives that can be aligned to both brand’s purpose of improving lives for a healthier wellbeing.”

— Zach Miller, 3M



Partner Insights

Sue Swan, National Chief Development Officer at American Lung Association, offers her insights on working with multinational companies such as 3M.

- 1. Information is your ally.** “We always do a deep dive on the organization to learn everything we can about the company’s operations and the division we’ll be working with,” said Sue. “We want to understand how the company works so we can be the best partner possible.”
- 2. Be prepared and patient.** “When you’re partnering with a multinational company, you’re working with a large, complex, international organization,” said Sue. “Because things take longer you need to be prepared. Prepared when dealing with them - because every interaction counts - and prepared to wait.”
- 3. Brand Matters.** “Multinational companies tend to have well-known brands so they’re seeking a partnership of equals,” said Sue. “The companies that contact us know we have a good brand, but I think they are impressed and a bit surprised by just how strong the Lung Association brand is with the public.”



American Lung Association | 55 W. Wacker Drive, Suite 1150 | Chicago, IL 60601

1-800-LUNGUSA (1-800-586-4872) | Lung.org

