



TIAA 2012

50th Anniversary Celebration

Boldly Moving Forward



Moving Mechanical Insulation Forward

TIAA is dedicated to elevating and improving the profile of the mechanical insulation industry.



Industry Challenges

- Mechanical Insulation is viewed as boring and uninteresting
- Often overlooked, forgotten or cut back on in favor of “value-engineering”
- Perceived as not very important in the building process



Industry Facts

- 10 – 30% of all mechanical insulation is missing or damaged within 1 – 3 years of initial installation
- Industrial and Commercial buildings consume 40% of the energy used on this continent.
- Properly installed mechanical insulation can increase system efficiency by as much as 80% or more



Taking a New Approach

Spokesperson Program

Creative and Innovative Marketing Campaign



The Spokesperson – Justin Lewis

Justin Lewis



Professional Actor, Speaker and Animator

- Canadian Badlands Passion Play -one of North America's top 100 attractions
- AMC's Hell on Wheels
- Heartland



The Spokesperson – Justin Lewis

Why Justin Lewis for the Spokesperson Role?

- Heavily involved in the new marketing initiatives for TIAA
- Developed a passion for the campaign
- Believes in the benefits of mechanical insulation; wanted to be involved



The Spokesperson – Justin Lewis

- Confident and at ease in new environments with a variety of audiences
- Resourceful
- Versatile
- Creative
- Personable



Spokesperson Objectives

- **Promote** mechanical insulation within the industry and to the general public
- **Increase Awareness** of the many benefits
- **Educate** the industry and general public about the facts, Government standards and long-term benefits

Put a Spotlight on Mechanical Insulation



Spokesperson Objectives

Promote Mechanical Insulation

Communicate the message:

“The Power of Insulation” - represents the benefits of mechanical insulation and how those benefits have the power to impact energy efficiency and bottom-line results



Spokesperson Objectives

Increase Awareness of Mechanical Insulation

Communicate the benefits:

- Financial Savings
- Increased Energy Efficiency
- Improved Workplace Safety
- Reduced CO2 Emissions



Spokesperson Objectives

Educate the Industry

Communicate through:

- Facts and Statistics
- Long-Term benefits
- Case Studies
- Government Standards (U.S. and Canada)
- Best Practices for Mechanical Insulation

Put the right knowledge and information into the industry so people have a true understanding of the importance of mechanical insulation.



Achieving Objectives

Industry Appearances & Speaking Engagements

- Conferences
- Trade shows
- Seminars
- Lunch and Learns
- Company Meetings
- Special Events
- Facility/Plant Visits
- Available for hire to TIAA members



Achieving Objectives

Marketing Support

- Videos
- Social Media – Facebook, LinkedIn, Twitter, Blogging
- Print Material
- Branded Merchandise
- Advertising



Target Audience

- **Industrial** – engineers, facility/plant managers, architects, operational managers
- **Commercial** – building owners, contractors, developers, trades people
- **Government** – policy makers, Members of Parliament



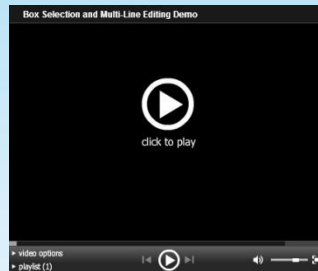
Training and Preparation

- Touring industrial facilities throughout Alberta
- Met and spent time with the TIAA board members
- Consultation with TIAC representative Steve Clayman
- Industry research (case studies, literature, promotional material, industry standards)



Introducing:

CAPTAIN INSULATION





The Makings of Captain Insulation

Captain Insulation is the official Superhero to the Mechanical Insulation industry.

He was developed as a bold, fun, attention-getting and innovative approach to promoting mechanical insulation.





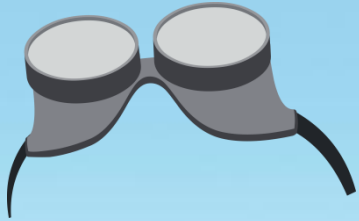
About Captain Insulation

Superhero Character whose primary purpose is to insulate all industrial facilities and commercial buildings.

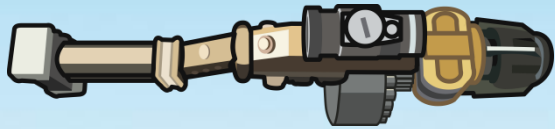
Captain Insulation is strong, intelligent, humorous, entertaining, personable and positive. He makes you feel safe and is a natural problem solver.



Captain Insulation Tools



Scanning Goggles that can spot un-insulated pipes from a mile away



Insulation Gun that insulates pipes with exact precision



Why TIAA Created a Character

Captain Insulation was created to make a high impact, and to educate and inform the industry about mechanical insulation in a fun, interesting and engaging way.



Marketing Captain Insulation

- Videos
- Official Mascot
 - Global Petroleum Show & Other industry trade shows and conferences
 - Media – press releases to notify the media when he will be present.
 - Videos of his appearances will be captured and put online



Marketing Captain Insulation

- Branded Merchandise
- Social Media – Facebook, LinkedIn, Twitter, Blogging
- Print and Online Material
- Advertising



Successful Brand Characters

Who they are & What they represent



Pillsbury Doughboy – baking with mom, goodness, warmth.



Jolly Green Giant – quality and freshness in vegetables.

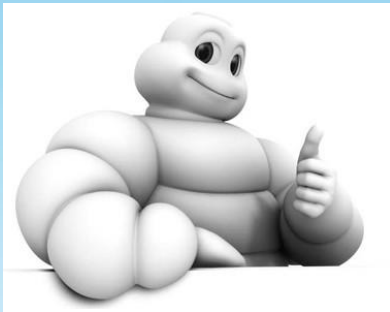


Tony the Tiger – friendly, lovable, talented, boastful, interested in helping kids achieve their full potential.



Successful Brand Characters

Who they are & What they represent



Michelin Man – strength and toughness of tires.



Mr. Clean – tough on dirt, grime fighter, full-strength power.



Energizer Bunny – longevity of batteries. They just keep going!



How You Can Get Involved in our Marketing Efforts

- Client Lists
- Vendor Lists
- Supplier Lists
- Any industry contacts
- All information will be confidential and used solely for TIAA marketing initiatives



How You Can Get Involved in our Marketing Efforts

Database Spreadsheet (Coming Soon!)

This spreadsheet can be found on the website www.captaininsulation.ca

We are looking for:

- contact names, company names, email addresses, phone numbers, Addresses
- **Contact lists can also be sent via email to info@captaininsulation.ca**





TIAA & Other Industry Partners





Insulation In The News

- *NEW - Insulator Program now at SAIT
January 2012 enrollment- See website for details
- In the Media – Calgary Herald November 4, 2011
“The Race to Fill the Skills Shortage”
- Video of President Obama talking about insulation as sexy:
<http://www.youtube.com/watch?v=4oCsYeWUh1I>



In Closing

This presentation will be available for use and distribution on the Captain Insulation website www.captaininsulation.ca

Interested in booking the Spokesperson for your next meeting or event?

Contact us at info@captaininsulation.ca



Questions or Concerns?

Contact Us at info@captaininsulation.ca