



CONTENT 2019 **CONNECTIONS**

**The Meaning of Language for the Brand. The
Path to a Corporate Language at CLAAS.**

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Brand Manager, CLAAS

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The meaning of language for the brand. The path to a Corporate Language at CLAAS.

June 2019

Anja Pätz | Brand Manager

Ute Rummel | Terminology Manager

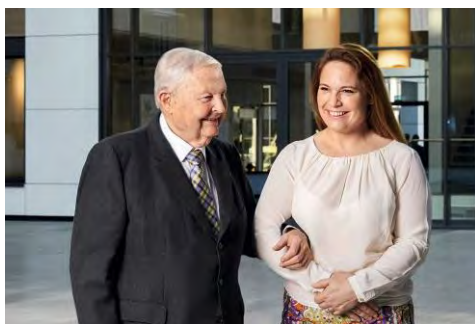
CLAAS



CLAAS at a glance

Facts and figures

Legal form	KGaA mbH
Supervisory Board	Cathrina Claas-Mühlhäuser (Chairwoman)
Shareholders' committee	Helmut Claas (Chairman)
Sales 2018	€3.8 thousand million
Income before taxes	€225.7 million
Foreign sales	78.5 %
Employees worldwide	11,132



The product range



Combine harvesters



Forage harvesters



Tractors



Balers



Telehandlers



Wheel loaders



Service & Parts

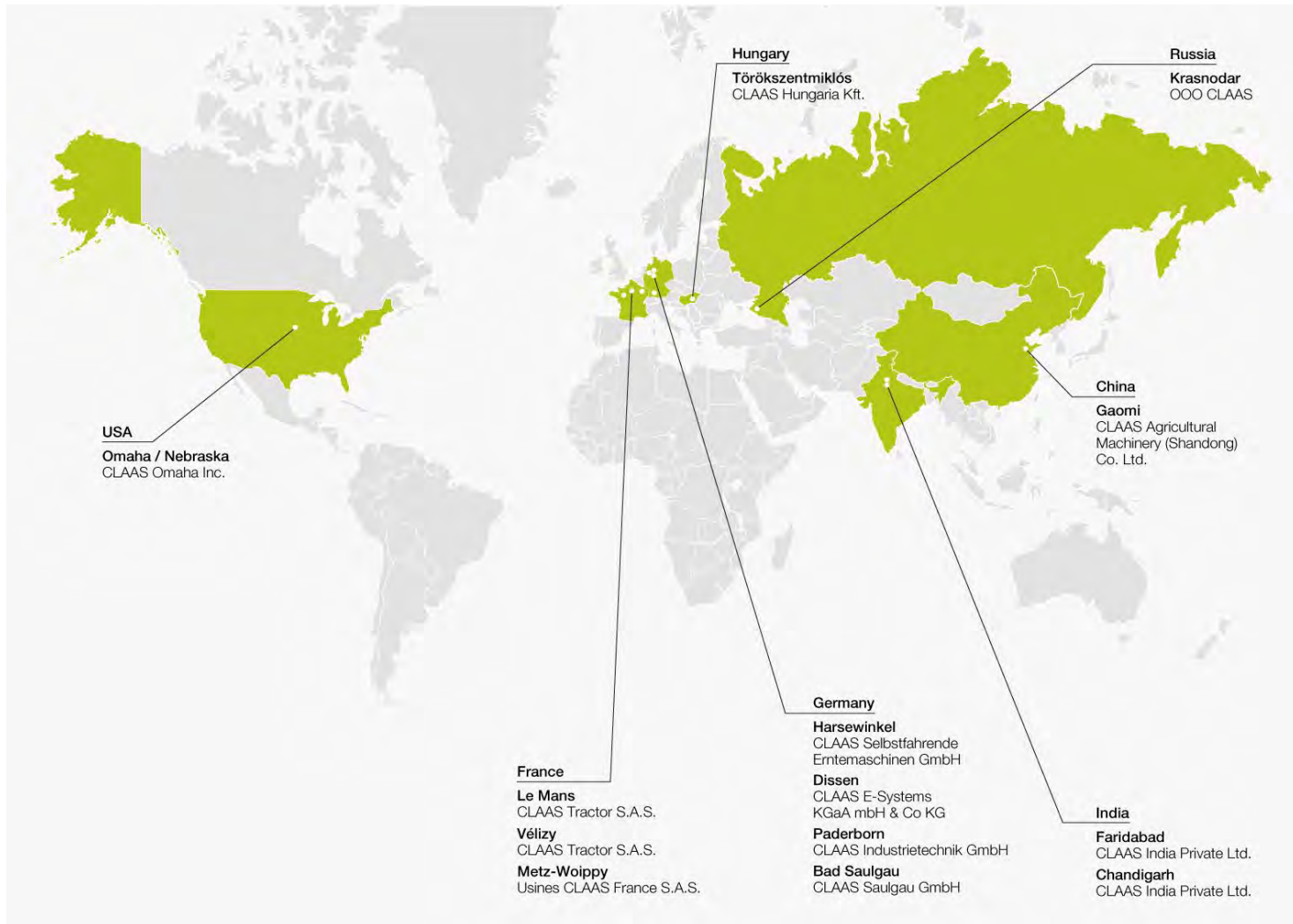


Forage harvesting machines



Software and Systems

Product Companies



Sales partners and customers are located worldwide.

Language is everywhere!

Documents

ROLLANT 620
ROLLANT 620 RF
ROLLANT 620 RC

CLAAS

User Manual



Falkhäcker
JAGUAR
980 970 960 950 940 930

CLAAS

Websites / Applications / Systems

Deutschland | CLAAS Markt | Newsletter | CLAAS connect | Vertriebspartnersuche | CLAAS Collection Shop | Kontakt

CLAAS

Produkte | Service + Teile | Kauf + Finanzierung | Apps + Medien | Aktuell | Unternehmen + Karriere

LEXION 780-740 **CLAAS LEXION. Erfahrung neuester Stand.**

Erfahrung neuester Stand.
Wenn Anforderungen und Erfahrungen der Praxis sich mit neuesten Entwicklungen der Forschung verbinden, entstehen neue Maschinen, die Ihren Einsatz vereinfachen und Ihre Bedürfnisse erfüllen.

CLAAS Parts Doc

198 DRESCHROMMEL

198 DRESCHROMMEL / ZUFÜHRROMMEL

- 03 FAHRWERK
- 04 BREMSE
- 05 LENKUNG
- 07 ANHAUFEVORRICHTUNG
- 08 ANTRIEB
- 09 HYDRAULIK
- 10 ELEKTRIK / ELEKTRONIK
- 12 KÜHLE / FAHRERSTAND
- 20 GÜTERNAHME
- 21 ENDZUGANORDNUNG
- 26 FÜHRUNGSANORDNUNG
- 41 DRESCHWERK
- 09 TRIMMELHAUSE
- 18 BESCHÜLDERSTRICHSEL
- 15 VORSCHE
- 20 DRESCHROMMEL
- 028 SENSOREN
- 09 100 DRESCHROMMEL
- 09 100 DRESCHROMMEL
- 180 DRESCHROMMEL
- 100 DRESCHROMMEL
- 800 HYDRAULIKLEISTUNGEN DRESCHTRI
- 800 NACHRICHTSATZ
- 800 NACHRICHTSATZ
- 20 DRESCHROMMEL
- 30 KLEINSTRICHSEL / ZUFÜHRROMMEL
- 40 ÜBERSCHNITT
- 30 DRESCHWERK / HYDRAULIK
- 02 ABSCHÜDUNG
- 43 REINIGUNG
- 30 DRESCHWERK / HYDRAULIK
- 01 NORMIERUNG
- 75 ZENTRALSCHERUNG
- 80 ANBAUTEILE, MASCHINENHAUSE
- 95 WARTUNG

Ihre Vorteile.

- Bis zu 20% mehr Ertrag
- APS + ROTO F
- Touchfähiges Cockpit
- CEMOS AUTO optimal auszunutzen

Bestellungen

Bestelln.	Pos.	Teilnummer	Bezeichnung
☑	1	08 2639 257 0	STIFTSTRICHSEL
☑	1	08 3123 947 0	STIFTSTRICHSEL
☑	2	08 9028 556 2	DRESCHZAHN
☑	3	00 0238 904 6	SICHERUNGSSULTER
☑	4	00 0242 388 8	SICHERUNGSSCHRAUBE

Sprache

Sprache	Materialeinzeltext
DE	ANTRIEBSWELLE
ZH	驱动轴
RO	ARBORE DE ACȚIONARE
EN	DRIVE SHAFT
FR	ARBRE DE COMMANDE
HU	ANTRIEBSWELLE
IT	ALBERO DI TRASM.
PL	WALEK NAPĘDU NAGARNIACZA Z WPUSTEM
RU	ВАЛ ВЕДУЩИЙ
ES	EJE
ZI	ANTRIEBSWELLE

Terminals



Corporate Language: Context and Meaning

Corporate Identity

The self-image of the company. The entirety of all the attributes that characterize a company and differentiate it from other companies.

Corporate Design

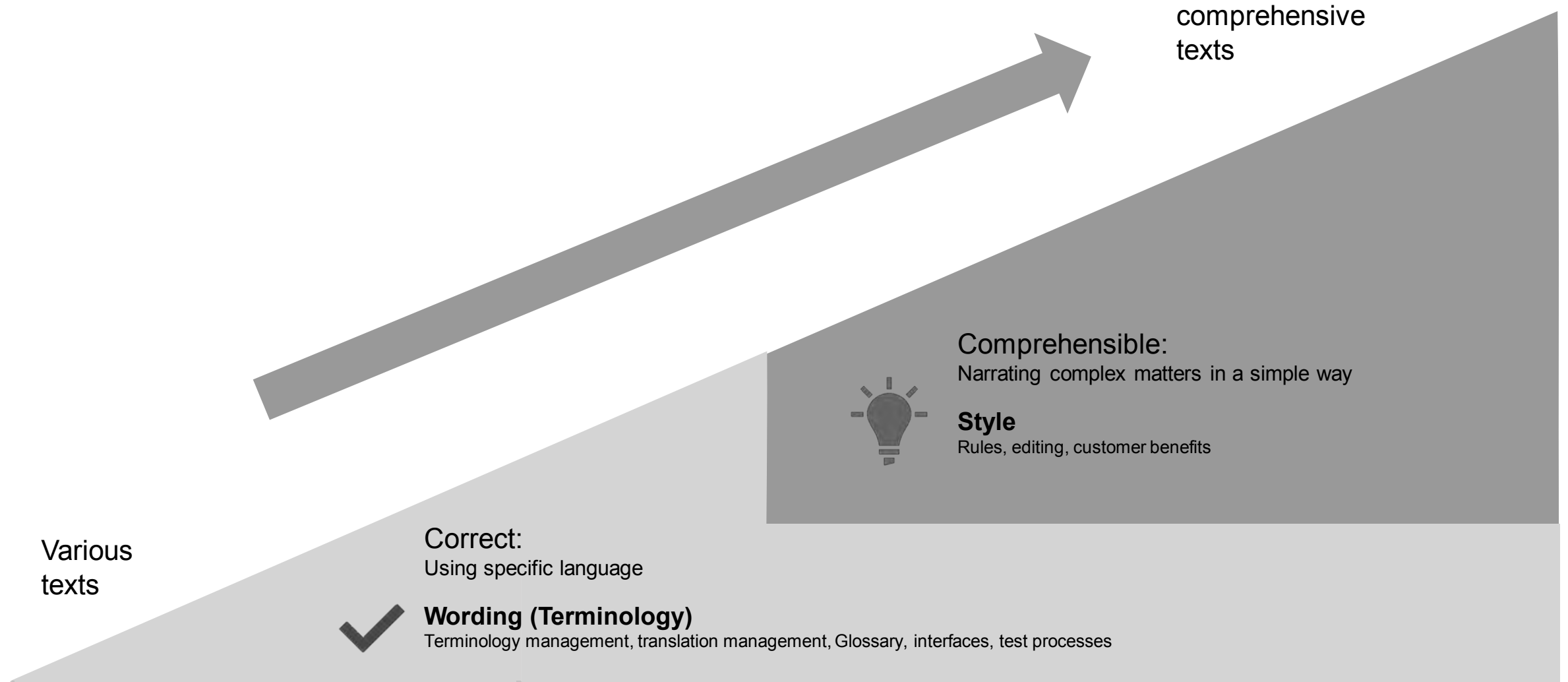
The unified graphic face of the company.

Corporate Language

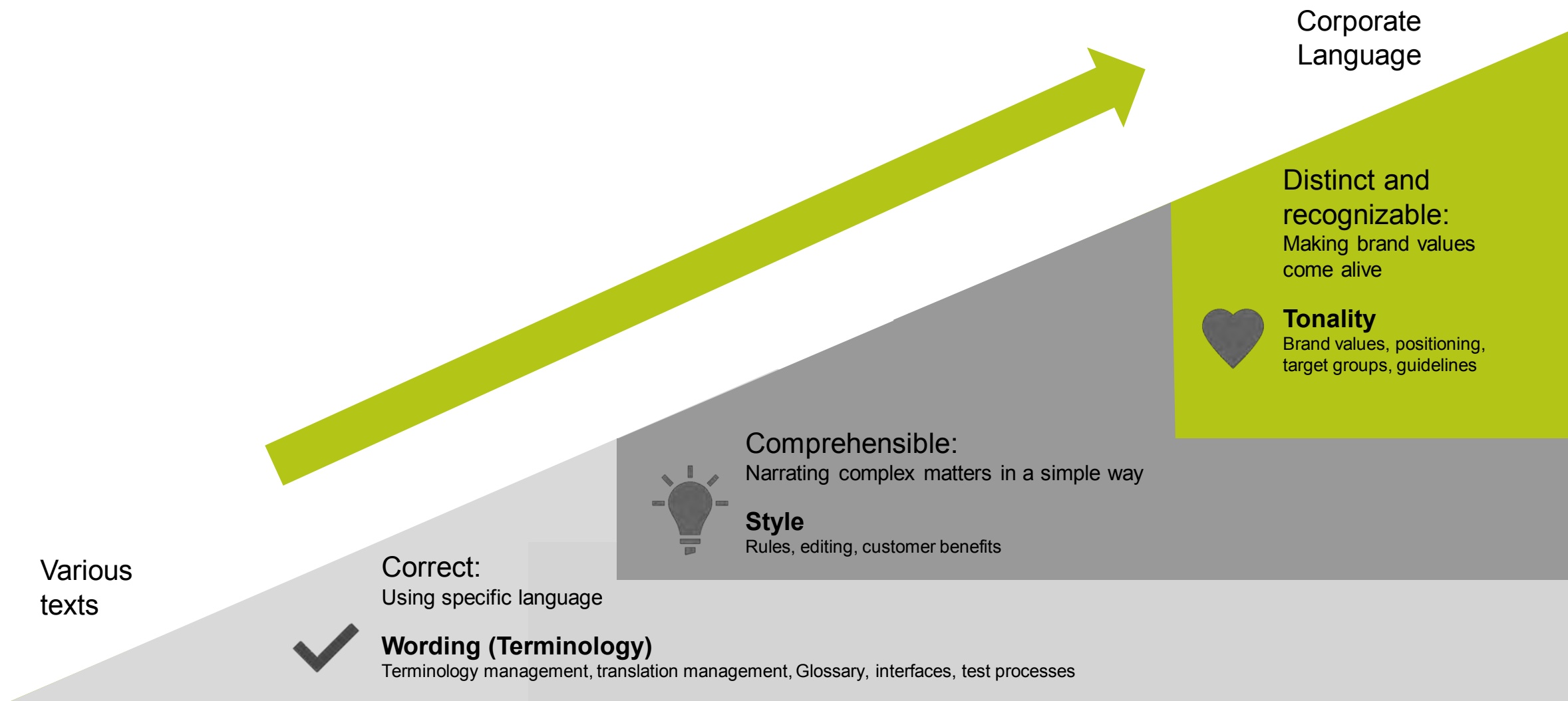
The characteristic, recognizable language of the company.

A Corporate Language increases brand loyalty, making texts more relevant and brand values come alive.

Status since 2013

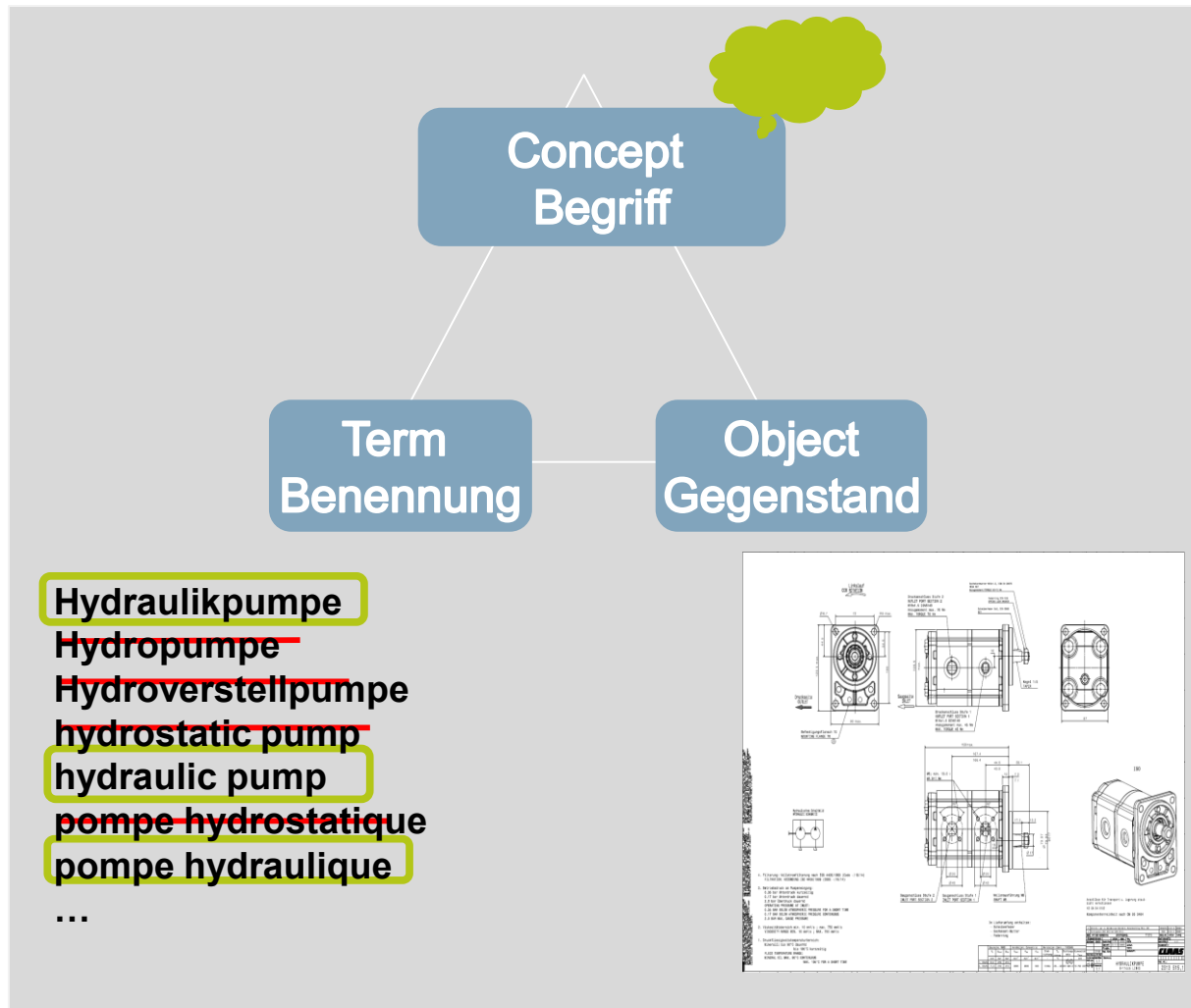


How do we create a Corporate Language? Concept and Components

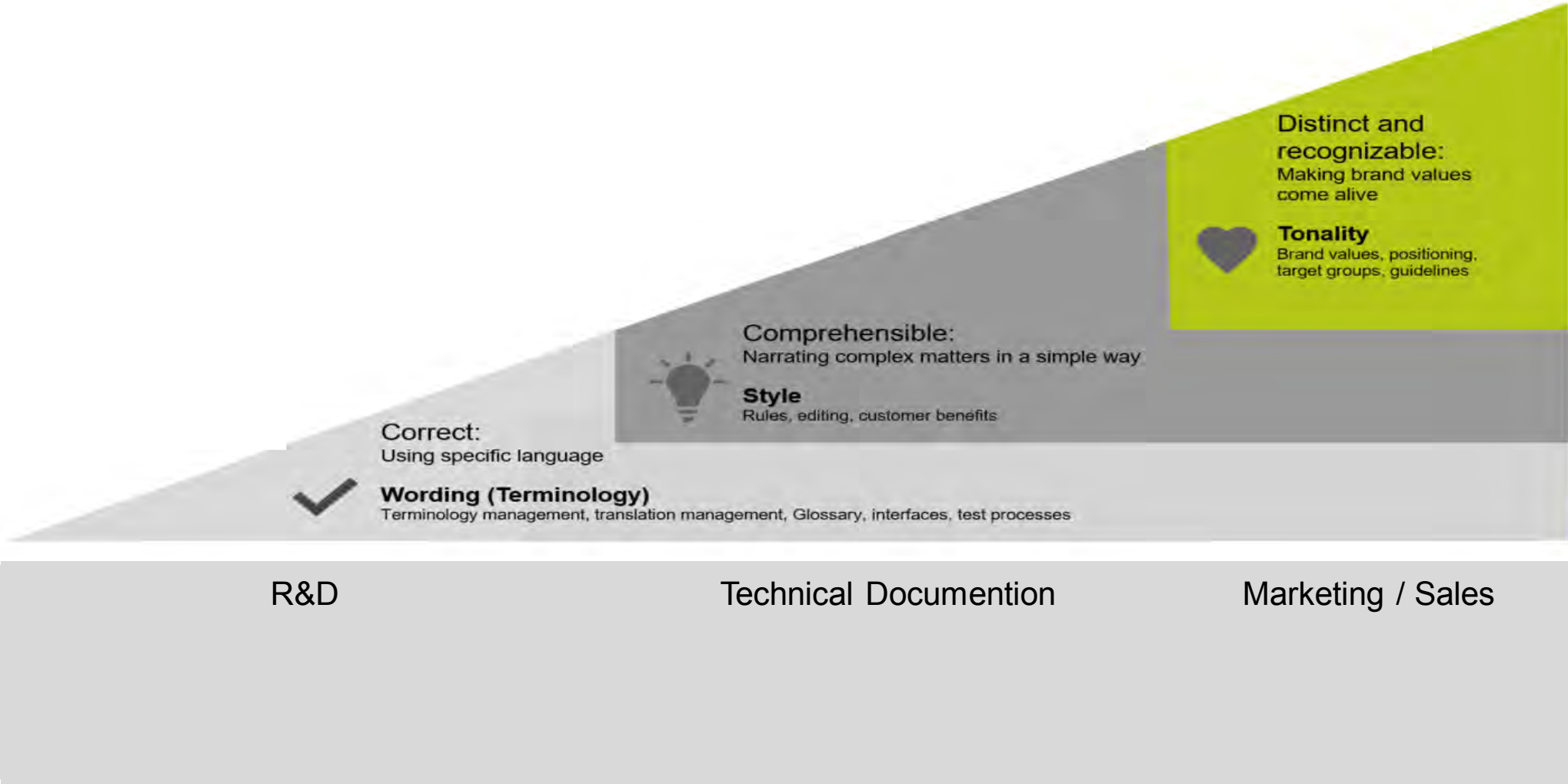


Triangle of reference / Semiotisches Dreieck

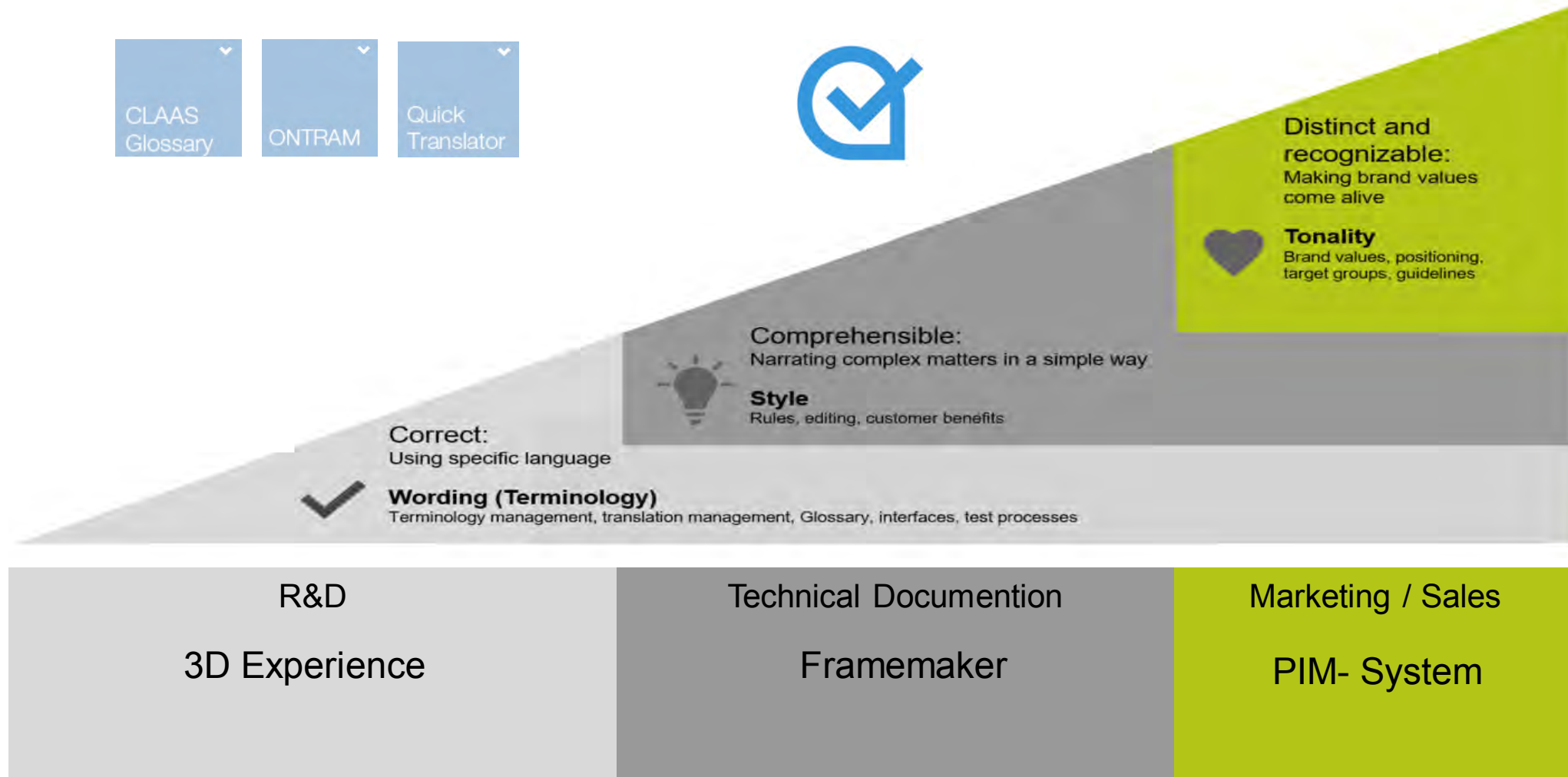
- Terminology is the science of concepts and their terms in a specific domain.
- Standardised terminology is the basis for efficient translation.
- All work on terminology at CLAAS is made in German, English, and French
- 9250 Concepts
- 4100 Concepts finalised
- 86000 Terms
- German, English, French, (Chinese for engineering), ..
- ru, es, pl, ...



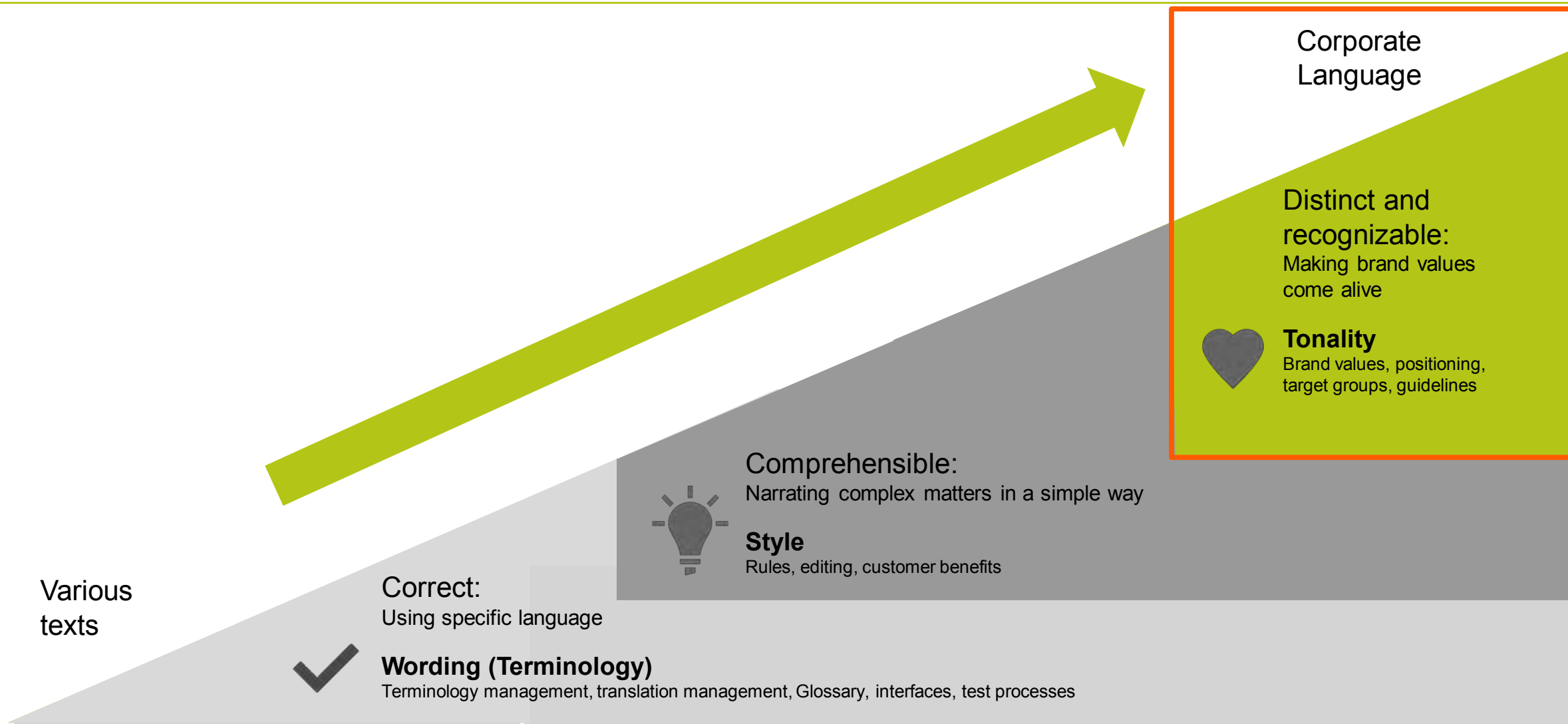
Benefits for CLAAS



Where and how to use



How do we create a Corporate Language? Concept and Components



CLAAS brand values and brand promise

Passion

Leidenschaft

We know harvesting processes and meet the highest standards for mechanization.

Agility

Bewegung

We make a go of what we know how to do. And we develop and improve constantly.

Reality

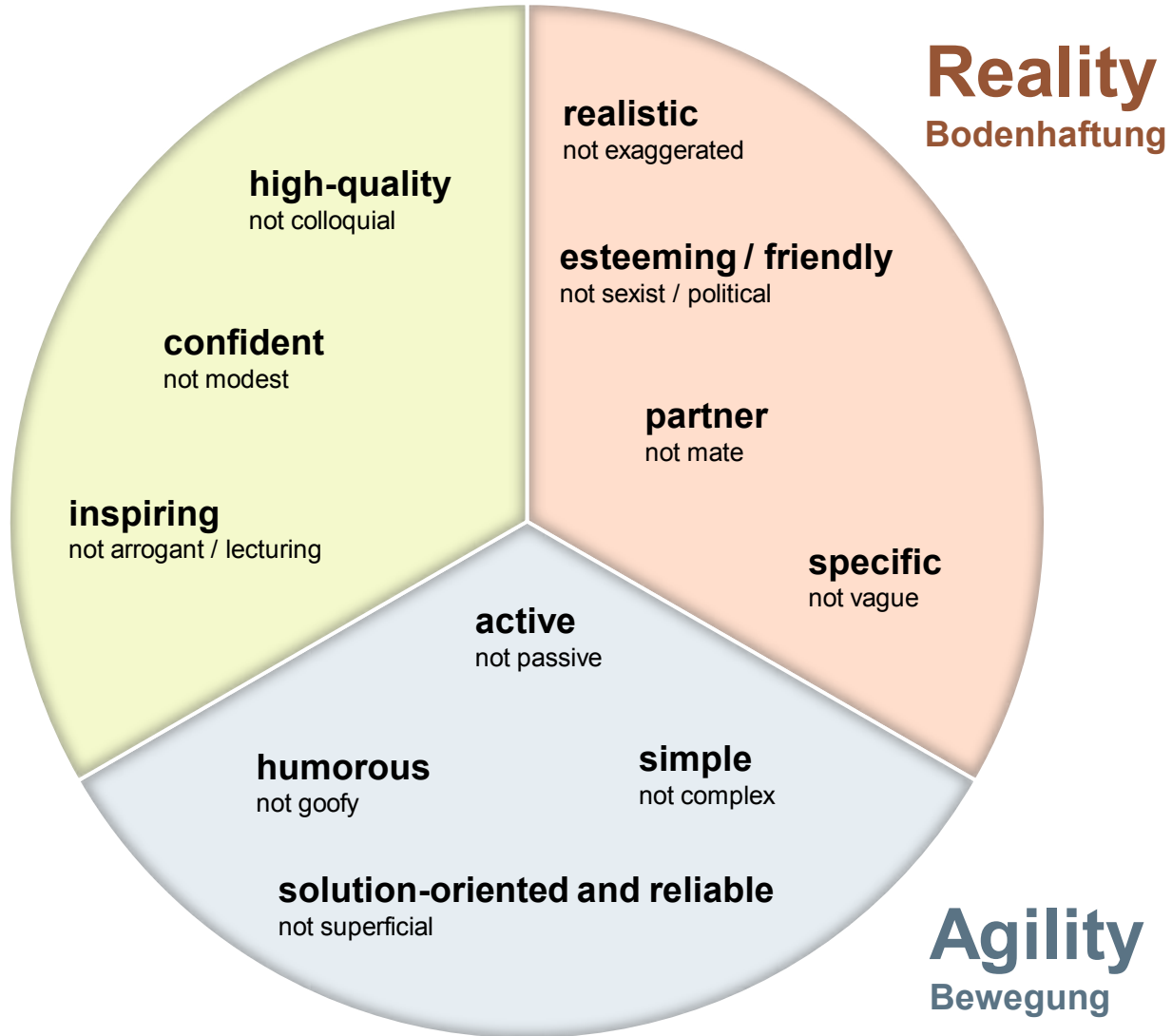
Bodenhaftung

We have been doing this for over 100 years, consistently, systematically and soundly. With proven technology. With expert service. In a spirit of practical partnership with our customers.

This therefore is what we can promise our customers: With our technology, they are **Ensuring a better harvest.**

Tonality: derived from the brand values

Passion Leidenschaft



Examples

Passion

Leidenschaft

confident	modest
With the new ROTO CUT system, you can always operate at full capacity.	Risk-free baling at the limits of machine capacity is ensured with the ROTO CUT system.

Reality

Bodenhaftung

specific	vague
2.10 m working width – for total work performance.	Another vital field of endeavour – technology.

Agility

Bewegung

solution-oriented and reliable	superficial
Protect the ground: large tyres.	When it comes to tyres, we are anything but narrow-minded.

Rules: How Acrolinx supports our tonality

Passion

Leidenschaft

high-quality , not colloquial	WORD CHOICE: CAREFUL, THIS PHRASE IS OVERUSED (CLICHÉ)
	FORBIDDEN (TERMINOLOGY)

Reality

Bodenhaftung

realistic , not exaggerated	WORD CHOICE: COMPARATIVE WITH A REFERENCE?
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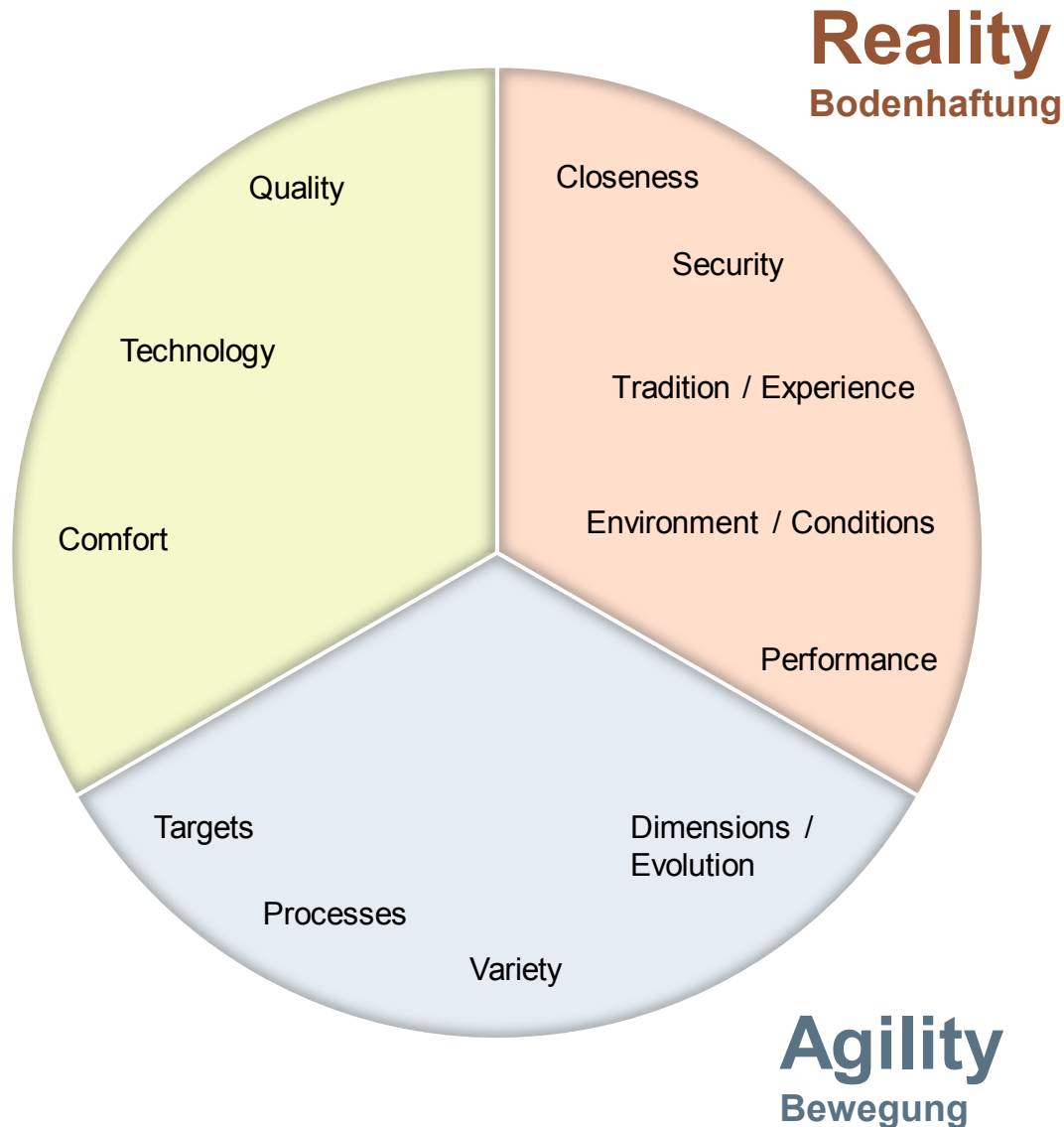
Agility

Bewegung

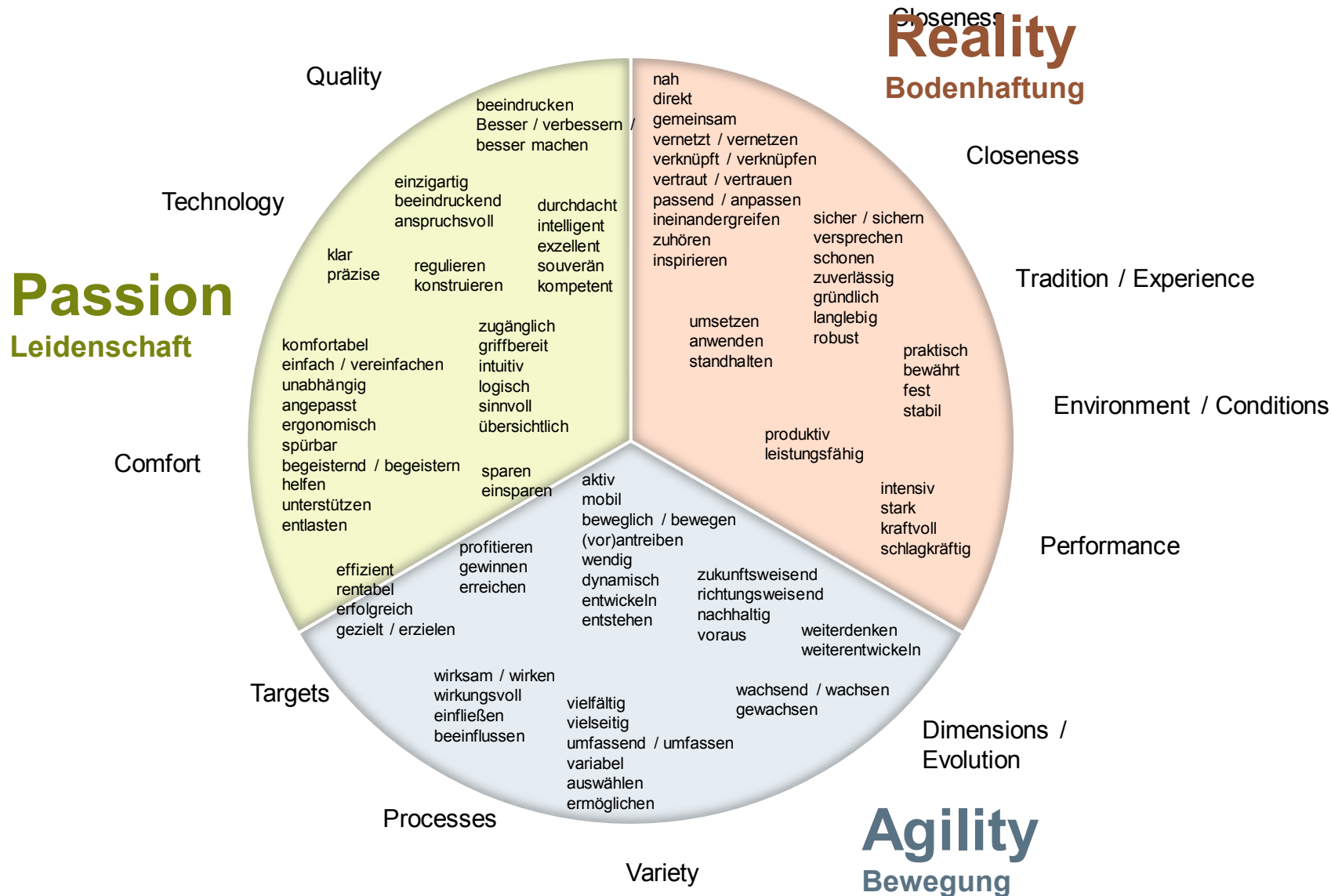
active , not passive	PASSIVE: CAN YOU WRITE THIS IN THE ACTIVE VOICE?
simple , not complex	TONE OF VOICE: SENTENCE TOO DIFFICULT
	SENTENCE TOO LONG
	WORD CHOICE: COULD YOU MAKE IT SIMPLER? (REDUNDANT WORDS)

Content: What we want to talk about

Passion
Leidenschaft



Wording: Words that we want to use



Wording: Words that we want to avoid

Category	Examples
overstatements	optimal, perfekt, ideal, maximal, minimal, hocheffizient, unglaublich, bahnbrechend, höchstmöglich, größtmöglich
words with negative components	lückenlos, problemlos, stressfrei, kosteneffizient
clichés	absolut, vollkommen, stets, komplett
colloquial words	spritzig, spaßig, spielerisch, fix
bulky adjectives	bedarfsgerecht, fahrerentlastend, großdimensioniert
nominalizations	Produktivitätssteigerung, Vereinfachung

Current challenges

- Get more acceptance and relevance for Corporate Language within the company
- Define clear responsibilities
- Implement terminology, style and tonality checks into relevant systems and processes
- Create a CLAAS specific text structure model
- Define principles, rules, love-words and no-words for further languages
- Make love-words and no-words checkable with Acrolinx

Do not hesitate to contact us for any further question.

Anja Pätz | Brand Manager

Ute Rummel | Terminology Manager

Appendix

3 Bullet points

From all human sensory organs, it is the visual perception that captures the external impressions the fastest. That is why not only most people, but also many companies, attach great importance to their appearance. They dress in logos and uniform, expressive colors and forms. CLAAS has defined firm rules for Corporate Design. Corporate Design makes CLAAS visually independent and recognizable.

What is often too short in companies is the potential of language. The human brain does not grasp language as quickly as visual impressions, but it stores information better and more long-term. With a Corporate Language, CLAAS wants to become independent and recognizable in texts and spoken language in future. Therefore, three elements have been defined and are processed across several departments at CLAAS: accuracy (terminology), comprehensibility (style) and recognizability (tonality).

When products and the content being talked about become more and more the same:

How can we still distinguish ourselves from the competition?

The way from a correct specific language, over a comprehensible style to a unique tonality.



Thank you!

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