

## **Sample-1: “We welcome difference”: Bosch India celebrates second Diversity Day**

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India is a country where “Our unity lies in our diversity” is a core belief among the citizens. RBIN celebrated the second Diversity Day on May 21, 2015 with various activities that brought out the different dimensions of diversity. The event, held at the BanP Canteen, helped all the associates of RBIN learn more about diversity, one of the seven values of the new mission statement “We are Bosch”.

### **Unveiling the Diversity model**

Bosch believes that “Diversity is an advantage”. To convert this belief into a practice, a “diversity model” was unveiled as a part of the event by Steffen Berns (RBIN/P), Andreas Wolf (RBIN/EM) and other members of the senior management. This model includes four major types of diversity: Gender, Generation, Internationality and Culture.

### **Diversity is our way of success in Bosch:**

“I was quite surprised about the demographic statistics of RBIN which has 50 percent of associates who are below 25 years (Gen Y) and 9 percent of associates who are below 50 years,” said Berns. “The energy and enthusiasm of this population always keeps Bosch India a young company,” he added.

“Diversity is a way for sustainable success at Bosch India. Here, we are one, from the management to the shop floor,” said Wolf.

The session was designed such that the diverse audience was engaged throughout, answering various questions that pertained to the four aspects of the diversity model.

### **We don't just discuss, but portray Diversity!**

This essential concept of the "Diversity Model" was the key element and theme of the event. There were various activities that brought out the gender, generation, Internationality and work culture dimensions.

A short play, the highlight of the event, titled "When the engine met the pump" was performed. This role-play portrayed diversity in a humorous and conceptual way. The characters were based on various products of Bosch like A-pump, spark plugs and chassis, portraying diversity in products. The play's participants represented diversity in gender and generations, yet again bringing out the core principles of the diversity model.

The internationality and cultural aspects of diversity was best exemplified by Indian and German associates taking to the stage to dance to the German song, "Das Rote Pferde (The Red Horse)".

### **Felicitating contest winners**

In the run-up to the Diversity Day event at RBIN, poetry and photography contests had been organized based on the concept of diversity and the We are Bosch values respectively. The winners of these contests were also felicitated at the end of the event.

## **Sample-2: #DidUKnow? Bosch Sports Club helps associates stay fit with aerobics classes**

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Poornima R

Struggling to balance fitness and your daily work? Trying to get your body back in shape? Then RBIN is definitely the right place to be as the Sports Club at the Bengaluru plant recently started aerobics classes for associates.

### **Getting their moves on!**

Since early May, associates have been pulling on their sports shoes and track suits and rushing over to the Sports Club for 90 minutes of fun, high intensity aerobics exercises. The classes, which start at 6 PM, have proved to be popular with both men and women, and the young and the not-so-young!

This initiative, aimed at helping associates gain physical fitness and energizing them, has almost 20 participants. Shiva, an external trainer with 7.5 years of experience in aerobics from Phoenix Dance Company, based in Bengaluru, leads the classes. “An hour of exercise everyday is vital for working professionals as it gives mental flexibility and relieves an entire day’s stress,” he said. “I can see the energy levels and enthusiasm of the participants improving since the first class,” Shiva added.

The class is structured so that the one and half hours is fun-filled, ensuring that all the muscles in the body get a thorough workout. The session includes aerobics, 15-20 minutes of dance-to-any-number of the participants’ choice and ends with stretches.

So what are you waiting for? Want to feel as fit as a fiddle? Then enroll in the classes right away!

### **Sample-3: Being genuine, buying genuine - Bosch K4000 Rally educates customers pan- India**

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Spearheaded by the Automotive Aftermarket division, the Bosch K4000 Rally is an initiative that aims to generate awareness among customers about Bosch's extensive offerings. This year the AA division flagged off the three-week long customer engagement drive across India on February 02, 2015. The rally aims to reach over 40,000 customers across 680 locations in India.

The rally brings together the division's key stakeholders to communicate a unified message and introduce their core strategy of 'Parts, Bytes & Services'. There will also be a presentation of a complete range of innovative technologies and solutions.

#### **Asserting Bosch's leadership in the Indian automotive aftermarket**

Taking the rally across the nation, the initiative comprises more than 2,000 customer activities. These include mechanic, retailer and fleet owner meets, merchandising drives as well as product demonstrations. With over 1,000 authorized distribution partners on one hand, and over 3,000 authorized workshops that are engaged in unit repairs as well as vehicle service on the other, Bosch's AA has a dominant presence in all the key markets of the country. The event will assert Bosch's leadership status in the Indian automotive aftermarket.

#### **Positioning Bosch as customers' first choice**

The Bosch K4000 Rally emphasizes working towards enabling a greener mobility through its '**Genuine Parts**' drive, which aims to educate the AA division's stakeholders on the

environmental effects of using spurious parts in vehicles. Speaking about this initiative, Yeshwant Kumar P V (AA/MKT-IN), Senior General Manager – Product Marketing, remarked that “the Bosch K4000 rally comprises a comprehensive set of activities and acts as a medium to take new products into the market out to the retailer’s workshops. This campaign aims to ensure that Bosch is definitely the first choice among the customers.”

### **Sample-4: The MICO to Bosch Journey**

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#### **Brand migration from Mico to Bosch**

February 1, 2008 was a sunny day, the month when the lush green trees in the Mico campus start shedding leaves and wait for the onset of spring. It was also the day that Mico’s name was changed to Bosch Limited. This change in name and the branding process that accompanied it needed phases translatable across multiple target audiences. The process of brand building also had to be concurrent with the brand transfer process.

The roadmap for the launch of Bosch brand and takeover of Mico spanned the years 2004 to 2008 during which the main target audience (employees, customers, opinion makers, media), and various other stakeholders were prepared for the impending change.

In the first year of the campaign – 2004-05, the message 'Power of We' was to be driven home. In the second year - 2006, there was a unification of brand imagery 'We are One.' In the third year – January 2007 to February 2008 - 'One World, One Name - Bosch' led the campaign to its objective. The year 2008 also accompanied the change in the name of the company.

The campaign strictly followed the international Bosch guidelines with regard to corporate design. This uniformity was meticulously implemented across all Bosch locations and business divisions, in all facets of communication media such as collateral, websites, newsletters, products and many more. This struck coherence in the look, feel and perception of the company and brand. Hitherto, there had not been much focus on this aspect.'

The campaign was not just directed at external stakeholders. For internal stakeholders, there was the need to implement a sustained form of communication to reassure associates on the forthcoming change.

At the end of the three year period, Bosch garnered some significant familiarity in India. Brand MICO was ready to metamorphose into BOSCH. However in the automotive aftermarket business, MICO remained indomitable. It was decided to retain brand MICO and dual branding MICO BOSCH in this segment. Yet, Bosch had arrived as a global leader with technological superiority. Bosch was indeed the forerunner of innovation products, not just in automotive, but also in power tools, packaging and security technologies.

## **Sample-5: Tailoring the trademark**

### **The Story of the Bosch logo**

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What does the Bosch “armature in a circle” symbol actually mean? To answer that, we need to go right back to a product that no longer exists, but which helped Bosch achieve its international breakthrough – the magneto ignition device. A cross-section clearly reveals a double-T armature, the inspiration for the symbol. When the armature moves in a magnetic

field, electricity is generated in its coil. If this flow of electricity is interrupted, the all-important ignition spark is produced at two electrodes in the engine's cylinder head. This armature first emerged as a template for marking Bosch products around 1900. However, there was still no globally standardized trademark.

France used a different trademark than the U.K., for instance. In the U.S., Bosch products were identified by the "red devil." Modeled on Belgian racing driver Camille Jenatzy, this symbol stood for the reliability of the Bosch magneto ignition system even in extreme conditions – such as those found in motor racing.

### **The brain behind:**

In fall 1918, chief engineer Gottlob Honold returned to the armature idea when he was designing a new trademark. The First World War had just ended and Bosch urgently needed to change its brand presence to avoid confusion. In addition to sales offices and branch operations, governments in some countries had also expropriated patents and protected trademarks from defeated Germany. Bosch was concerned that companies that had taken over Bosch property would continue production under the established names and trademarks, resulting in potentially disastrous mix-ups worldwide.

The requirements for the new trademark were clear. It had to be a simple, line-based symbol that could be engraved easily on even the smallest products and spare parts.

At the same time, it needed to be striking and understandable in any country, so letters were out of the question. The new symbol also had to be suitable as an advertising motif. With all this in mind, Honold got to work. As with so many of his products, the realization of this concept was also characterized by extreme precision, right down to the last millimeter. On December 2, 1918, Gottlob Honold gave an exact description of the symbol to the Company's patent department. On May 2, 1919, the armature was submitted as an official trademark to the patent office. It has been engraved on all Bosch products ever since.

## **Later...**

To spread the word about the new symbol to business partners and customers, Bosch commissioned renowned advertising artist Lucian Bernhard to produce an ad, which was published in numerous trade magazines. It was important to ensure Bosch was associated with the new trademark in all corners of the globe. This was particularly critical as the Company's fears had become reality – the investment group that had taken over expropriated Bosch property in the U.S. after the First World War soon began using the “red devil” in its own advertising. At first glance, U.S. customers might not have realized that, at that time, “American Bosch” had nothing at all to do with Robert Bosch in Germany.

Making connections, the strategy with the new symbol paid off and the Bosch logo soon became established. In addition to products, the Bosch Car Service garages also helped to spread awareness of this. These service stations for drivers expanded rapidly worldwide, numbering 2,750 by as early as 1930. These also used the Bosch armature as a trademark. Bosch made some minor adjustments to the armature in 1931, making the lines more prominent. During a small celebration to mark the trademark's 25th anniversary, the Company's chairman Hans Walz stressed: “Our trademark has also become a symbol of unrivalled quality the world over.” The celebration took place in 1943, right in the middle of the Second World War. At the end of his speech, Hans Walz called on all associates to pull together even more as a Bosch family, despite what was going on in the world outside. By now, the Bosch armature had the ability to make people feel connected.

## **“Established on the market”**

There were few changes to the Bosch identity after the Second World War. The symbol remained, as did the BOSCH lettering. However, there were minimal adjustments, with the brushstroke script used since 1925 appearing less and less often. Yet there were still no fixed



regulations governing the use of the trademark.

Anyone wanting to buy household appliances or power tools had to look out for the five capital letters spelling BOSCH, while automotive equipment was associated more with the armature. The bigger the product portfolio became, the more important it was to combine the logotype and symbol.

The plan was to create a single entity that customers would recognize immediately, hopefully as a symbol of quality and innovation. Bosch drew closer to this goal in 1981 with the “reworked corporate logo.” The symbol was redesigned by Stuttgart-based graphic designer Anton Stankowski, the man behind the Deutsche Bank logo. He worked out the details carefully and precisely, transforming the armature into the version we know today, with thick, curved lines. From that point on, all divisions worldwide were to use the symbol alongside the logotype.