

Campaign-in-a-Box

Omron TM Collaborative Robot



A collection of resources to help sell the value of Omron products

This document outlines everything that is contained in this Campaign-in-a-Box. Included are descriptions and examples for added clarity. The link above will take you to download any asset included in this document.

What's included

eBlast Kit: a word document with copy and a collection of images for three separate emails. Also included is an ideal example of an email blast. These materials should be used to generate mass eBlasts to customers.

Email Signature Ads: ads that can be embedded into an email signature along with the hyperlink to maximize campaign visibility.

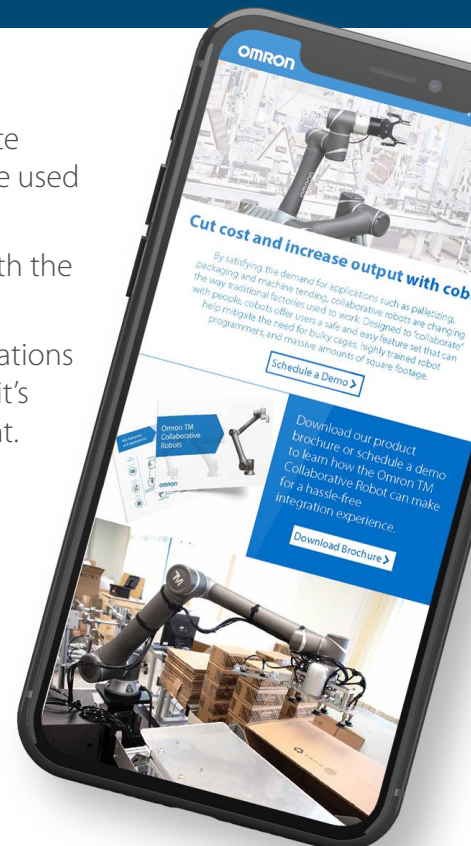
Canned email messages: a word document containing scripted email communications that sales reps can copy, paste, and send to customers directly. Intended to feel like it's coming from a person, messaging is not as formal, light on verbiage and to the point.

Image Collection: a collection of images to help create deliverables.

Video Library: a collection of video links that sales reps can share with customers. This reference also includes a set of customizable promotional videos you can add your logo to along with an option to request B-roll footage to produce your own promo videos.

Social Media Kit: a series of canned social media posts divided by platform in a word document along with a folder of images to accompany the posts. This takes the work out of social media by allowing you to copy, paste, and post with ease.

Sales Materials: PDF sales materials including Success Stories, Product Brochures, Datasheets, Product Catalogs, etc.



Use these materials with your email service platform of choice (MailChimp, Constant Contacts, HubSpot) to generate mass eBlasts to send to customers.

Email 1

Email Subject line: Why you want a cobot with integrated vision

Preview text: Cut Cost and increase output with cobots

Cut cost and increase output with cobots

By satisfying the demand for applications such as palletizing, packaging and machine tending, collaborative robots are changing the way traditional factories used to work. Designed to “collaborate” with people, cobots offer users a safe and easy feature set that can help mitigate the need for bulky cages, highly trained robot programmers, and massive amounts of square footage.

Download our product brochure or schedule a demo to learn how the Omron TM Collaborative Robot can make for a hassle-free integration experience.

[Download Brochure]

[Schedule a demo]



Email 2

Email Subject line: Why you want a cobot with integrated vision

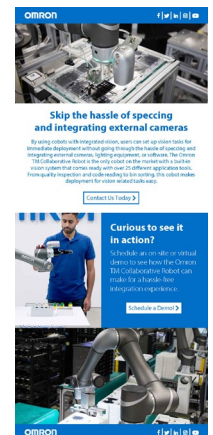
Preview text: Skip the hassle of spec'ing and integrating external cameras.

By using cobots with integrated vision, users can set up vision tasks for immediate deployment without going through the hassle of spec'ing and integrating external cameras, lighting equipment, or software. The Omron TM Collaborative Robot is the only cobot on the market with a built-in vision system that comes ready with over 25 different application tools. From quality inspection and code reading to bin sorting, this cobot makes deployment for vision related tasks easy.

Curious to see it in action? Schedule an on-site or virtual demo to see how the Omron TM Collaborative Robot can make for a hassle-free integration experience.

[Schedule a demo]

[Contact Us]



Email 3

Email Subject line: Why adopt the Omron TM Cobot over other cobots?

Preview text: Set up simple applications in just a few minutes

Here's three simple reasons why you may want to consider the Omron TM for your next project.

- Built-in Vision System- Ready to deploy without having to integrate any external cameras or software
- Graphical Programming- TMFlow's click-and-drag user interface allows you to program the cobot very quickly with little to no programming experience
- Designed for Flexible Manufacturing-Can be easily redeployed to different tasks and applications, making production as flexible as needed

Interested in learning more? Watch our application video below or contact your rep for more details.

[Watch Video]

[Contact Us]

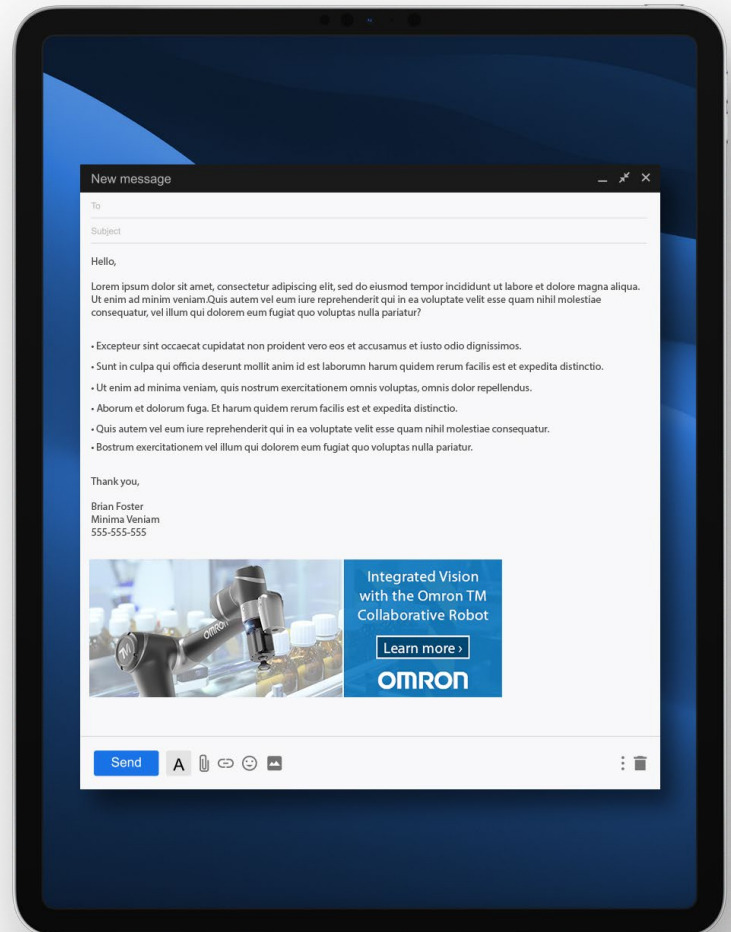


Email Signature Ads

Omron TM Collaborative Robot

OMRON

JPEG ads that can be embedded as part of an email signature within outlook to cross promote the Omron TM Collaborative Robot. Users ideally would embed a hyperlink to download an asset or to go to a landing page.



Thank you,

Brian Foster
Minima Veniam
555-555-555



[Send](#) A   

Canned Email Messages

Omron TM Collaborative Robot



Scripted email communications that individual sales reps within an organization can copy, paste, and send to customers directly. The copy is intended to feel like it is coming from a person: messaging is less formal, light on verbiage, and to the point.

Email 1

Email Subject line: Cobots for your next project

Hello (Customer name),

Can your manufacturing plant benefit from incorporating collaborative robots? The Omron TM has some features that make for a hassle-free integration experience.

Key Differentiators:

- Easy to relocate (optional 120VAC wall power model available)
- Easier to program (graphical programming, no experience needed)
- Easier to repurpose as tasks change (patented TM landmark and camera help the robot learn where it is in 3D space)
- Omron offers additional safety devices to detect when operators are nearby so that this robot can be run at high-speed when it's alone and at ISO/TS-15066 "collaborative speeds" when folks are nearby offering you the best of both worlds, safety & productivity.

Are you free for a 15-minute call this afternoon to discuss some of the other benefits?

Regards,

[NAME AND SIGNATURE]

Email 2

If there's no response to Email 1, reply back with Email 2 and attach the TM Series Collaborative Robot Brochure

Email Subject line: Cobot with built-in vision

Hi (Customer name),

Just circling back to see if you got my first email on the use of cobots for any upcoming projects? As the only cobot on the market with built-in vision for applications like palletizing, packaging, and pick and place, the Omron TM might be a great option for you.

I attached the product brochure in case you wanted more information.

Do you have some time later today or early tomorrow to chat?

Regards,

[NAME AND SIGNATURE]

Canned Email Messages

Omron TM Collaborative Robot



Scripted email communications that individual sales reps within an organization can copy, paste, and send to customers directly. The copy is intended to feel like it is coming from a person: messaging is less formal, light on verbiage, and to the point.

Email 3

Email Subject line: Scheduling onsite cobot demo

Hi (Customer name),

I'm planning to be in your area next week and was wondering if you're open to having me stop by to provide a live demonstration of the Omron TM collaborative robot? I can walk through some of its unique features like the built-in vision and discuss any applications you're thinking about. If onsite doesn't work I can also schedule a virtual demo for us via teams.

Check out the quick video below and let me know if there's a day/time next week that works well.

<https://automation.omron.com/en/us/video/player/13188>

Regards,

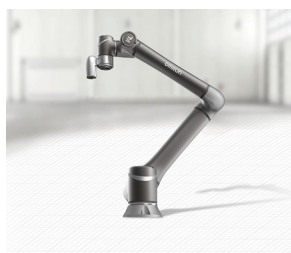
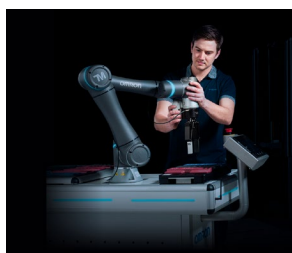
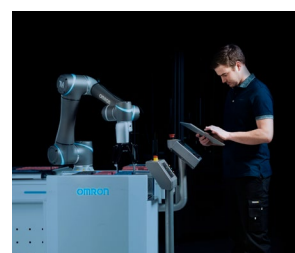
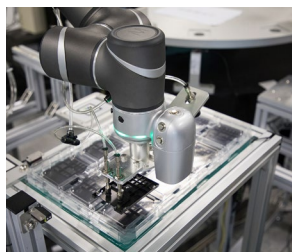
[NAME AND SIGNATURE]

Image Collection

Omron TM Collaborative Robot



A collection of images to help create deliverables. These images can be used for eBlasts, marketing materials and any other Omron TM Collaborative Robot sales materials.

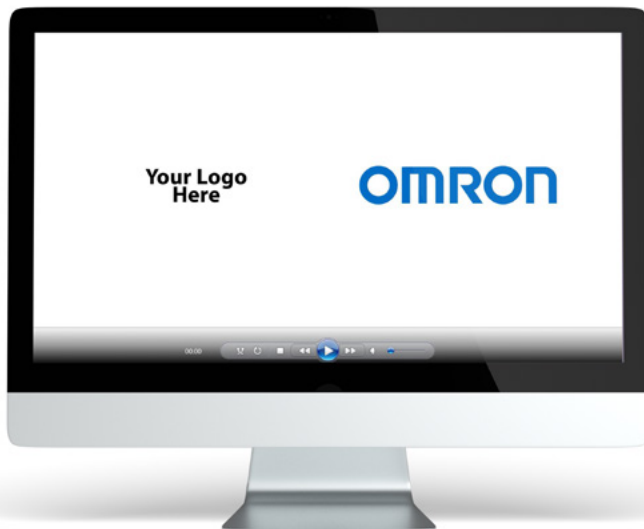


Video Library (Co-Branded Promo Videos)

Omron TM Collaborative Robot



Create a co-branded promotional video with minimal effort using the video editing software of your choice. Once finalized, incorporate your new co-branded video(s) into your marketing campaign.



Download one or both of the videos available in this kit.

Add your logo to the title and end screen using the video editing software of your choice.

Once finalized, incorporate your new co-branded video(s) into your marketing campaign.

Also available with just the Omron logo if you don't have the ability to edit video.



Video #1



Video #2

Video Library

Omron TM Collaborative Robot



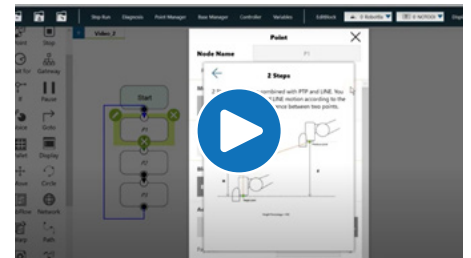
A collection of video links that sales reps can copy, paste, and send to customers directly.



Omron TM Series Cobot Tutorial 1:
Unboxing and setup



Omron TM Series Cobot Tutorial 2: Programming
motions



Omron TM Series Cobot Tutorial 3:
How to program cobot



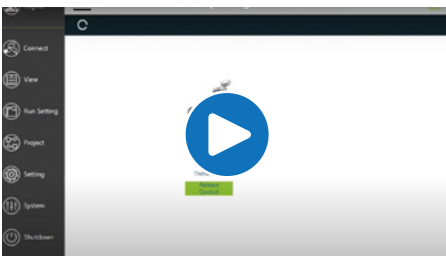
Omron TM Series Cobot Tutorial 4:
How to attach effectors:



Omron TM Series Cobot Tutorial 5:
Vision Calibration and Vision Node



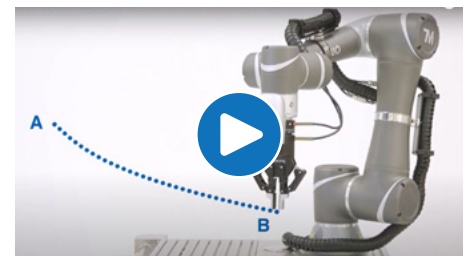
Omron TM Series Cobot Tutorial 6:
Pick and Place Using Vision



Omron TM Series Cobot Tutorial 7:
Updating TMFlow software



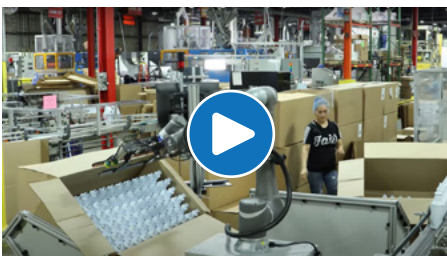
Omron TM Series Cobot Tutorial 8:
Communication via ModBus



Omron TM Series Cobot Tutorial 9:
Advanced Motion Methods



Omron TM Collaborative Robot with CNC Machine
tending application



Omron TM Collaborative Robots working
alongside employees to boost the capabilities of
manufacturing



Omron Precise Laser Marking and Coding With
Collaborative Product Handling:

Social Media Kit (LinkedIn/ Facebook Posts)



Omron TM Collaborative Robot

Once a week, copy and paste the messaging below onto the corresponding social media platform to promote the campaign. Make sure you properly tag your company and Omron Automation.

POST 1 | Week 1

Looking to include industrial robotics in your applications, but restricted by limited space? With the Omron TM Series cobot, you can retain a smaller footprint for your production facility and make more economical use of your floor space. Learn more here: <https://assets.omron.com/m/f5e1f48cf48c747d/original/TM-Series-Collaborative-Robot-Brochure.pdf>

#Robotics #FlexibleManufacturing #Packaging #cobots #smallfootprint #industrialautomation



POST 2 | Week 2

A lack of programming experience doesn't need to stop you from integrating robotics into your production process. The Omron TM Series cobot interface has simplified, visual flowchart-based software to ensure that even users with no prior experience can program it in minutes. Learn more: <https://assets.omron.com/m/78840699addee796/original/TM-Flow-Flyer-202201-r1.pdf>

#Robotics #FlexibleManufacturing #Packaging #cobots #robotprogramming #industrialautomation



POST 3 | Week 3

In an environment where worker shortages continue to stifle output, automation is becoming more essential. Learn how incorporating the Omron TM collaborative robot into your end-user operations can help you streamline repetitive tasks, reduce operating expense, minimize errors, and increase output. <https://assets.omron.com/m/f5e1f48cf48c747d/original/TM-Series-Collaborative-Robot-Brochure.pdf>

#Robotics #FlexibleManufacturing #Packaging #cobots #collaborativerobots #omronautomation



POST 4 | Week 4

Driven by the e-commerce boom and a demand for fast shipping, collaboration with robots is the future of the logistics industry. Serving multiple applications such as pick-and-place with inspection, packaging, and palletizing, the Omron TM Series cobot and mobile robots are the ideal solution for anyone looking to streamline operations. Watch this video for more insights: <https://d3cy9zhslanhfa.cloudfront.net/media/106BD05E-CEB1-4D74-9D4F0E425B16B69A/51B37273-8BA4-44E3-9F550BFC034802BF/ED5DB5EF-2C2B-423B-854331C0076E04EA.mp4>

#Robotics #FlexibleManufacturing #Packaging #cobots #logistics #logisticsautomation #shipping



POST 5 | Week 5

Why did a manufacturer of packaging solutions for global consumer and commercial markets decide to use Omron collaborative robots in their production process? Watch this video to learn about their journey: <https://www.youtube.com/watch?v=YIQF1OIAZNC>

#Robotics #FlexibleManufacturing #Packaging #cobots #packagingautomation #cpg #mfg



Social Media Kit (LinkedIn/ Facebook Posts)



Omron TM Collaborative Robot

Once a week, copy and paste the messaging below onto the corresponding social media platform to promote the campaign. Make sure you properly tag your company and Omron Automation.

POST 6 | Week 6

With built-in adherence to ISO safety standards, the Omron TM Series cobot can safely share workspaces alongside humans without the need for bulky caging. Download our cobot safety guide for more details. https://assets.omron.com/m/160ac771cf9c8bf9/original/Safety_Advantages_TM_Collaborative-202201-r5.pdf

#Robotics #FlexibleManufacturing #Packaging #cobots



POST 7 | Week 7

Skip the hassle of spec'ing and integrating external cameras into your robot. The Omron TM Series cobot comes with an integrated vision system that offers over 25 easy-to-use, unique tools for a variety of applications. Download our guide for more details. <https://assets.omron.com/m/4493c53d23bb8ce0/original/Integrated-Vision-Flyer-202201-r2.pdf>

#Robotics #FlexibleManufacturing #Packaging #cobots #vision #integratedvision #industrialcameras



Social Media Kit (Twitter Posts)



Omron TM Collaborative Robot

Once a week, copy and paste the messaging below onto the corresponding social media platform to promote the campaign. Make sure you properly tag your company and Omron Automation.

POST 1 | Week 1

Looking to implement #robotics in a space-restricted facility? Our Omron TM #cobot lets you retain a smaller footprint and make better use of floor space. Learn more here: <https://assets.omron.com/m/f5e1f48cf48c747d/original/TM-Series-Collaborative-Robot-Brochure.pdf>

#automation #FlexibleManufacturing #collaborativerobots



POST 2 | Week 2

Don't let a lack of #programming experience stop you from getting started with #robotics! Our visual, flowchart-based TM Series #cobot #software makes it easy. Learn more: <https://assets.omron.com/m/78840699addee796/original/TM-Flow-Flyer-202201-r1.pdf>

#FlexibleManufacturing #robotprogramming #automation #mfg



POST 3 | Week 3

When #WorkerShortages stifle output, #automation becomes more essential. Learn how the Omron TM #CollaborativeRobot can help you streamline repetitive tasks, reduce operating expense, minimize errors, and increase output. <https://assets.omron.com/m/f5e1f48cf48c747d/original/TM-Series-Collaborative-Robot-Brochure.pdf>

#FlexibleManufacturing



POST 4 | Week 4

The #eCommerce boom and demand for #FastShipping is making #robotics essential for #logistics. Watch this video to see how our TM Series #cobot and #MobileRobots streamline pick-and-place with inspection, #packaging, #palletizing and more.

<https://d3cy9zhslanhfa.cloudfront.net/media/106BD05E-CEB1-4D74-9D4F0E425B16B69A/51B37273-8BA4-44E3-9F550BFC034802BF/ED5DB5EF-2C2B-423B-854331C0076E04EA.mp4>



POST 5 | Week 5

Why did a manufacturer of #PackagingSolutions for global consumer & commercial markets decide to use Omron #CollaborativeRobots in their production process? Watch their journey here: <https://www.youtube.com/watch?v=YIQF1OIAZNc>



Social Media Kit (Twitter Posts)



Omron TM Collaborative Robot

Once a week, copy and paste the messaging below onto the corresponding social media platform to promote the campaign. Make sure you properly tag your company and Omron Automation.

POST 6 | Week 6

With built-in adherence to #ISOstandards, our TM Series #cobot can safely share workspaces alongside humans without bulky caging. Download our cobot safety guide for more details: https://assets.omron.com/m/160ac771cf9c8bf9/original/Safety_Advantages_TM_Collaborative-202201-r5.pdf

#Robotics #FlexibleMfg



POST 7 | Week 7

Skip the hassle of spec'ing and integrating external #cameras into your #robot. The Omron TM Series cobot comes with an integrated #VisionSystem with over 25 easy-to-use, unique tools. Download our guide for more details. <https://assets.omron.com/m/4493c53d23bb8ce0/original/Integrated-Vision-Flyer-202201-r2.pdf>

#industrialvision #mfg



Sales Materials

Omron TM Collaborative Robot



Digital PDF sales materials including Success Stories, Product Brochures, White papers, Product Catalogs.



Core Product Guide



**Omron TM
Collaborative Robots Brochure**



**Safety Advantages of the
Omron TM Collaborative Robot**



**Integrated Vision with
Omron**



**TMFlow Software for
Omron TM Collaborative Robots**



Omron TM Series Datasheet



Success Stories



Case Study