
POR TFO LIO

DORTHE MEYER

01.

For over 2 years I have worked for Munters Global Service in marketing. I got, among other things, tasked with re-designing their Service Guide. Based on my UX User Experience certification, my focus became looking at the customers' needs to get a quick overview of Munters' many services. I, therefore, came up with "The Munters Life Cycle" which helped customers to find precisely the "life phase" that their Munters product was in and quickly find the needed service. There is a big difference between being in the maintenance phase and in the replacement phase and that helped the guide to choose between. The Guide was then to be launched both on Munters' website and as printed matter worldwide. It was published in 16 languages in 33 countries, and I was responsible for all that over the almost 2 years the project took.

- ☐ The Munters Life Cycle
- ☐ The Service Guide Brochure
- ☐ The Service Matrix
- ☐ Munters Service webpages and assets
- ☐ Launch and Campaigns
- ☐ Miscellaneous work

01. THE MUNTERS LIFE CIRCLE

A NEW WAY OF THINKING

In order for the B2B clients to quickly get an understanding of what kind of Services Munters could provide, I developed The Munters Life Circle. This infographic would serve as an overview of Munters Services, divided into 4 phases, that each represents a state Munters equipment could be in. That way Munters' clients will be able to find their exact service needs immediately. Besides the known needs, the clients could also discover new service options that could benefit them even further.

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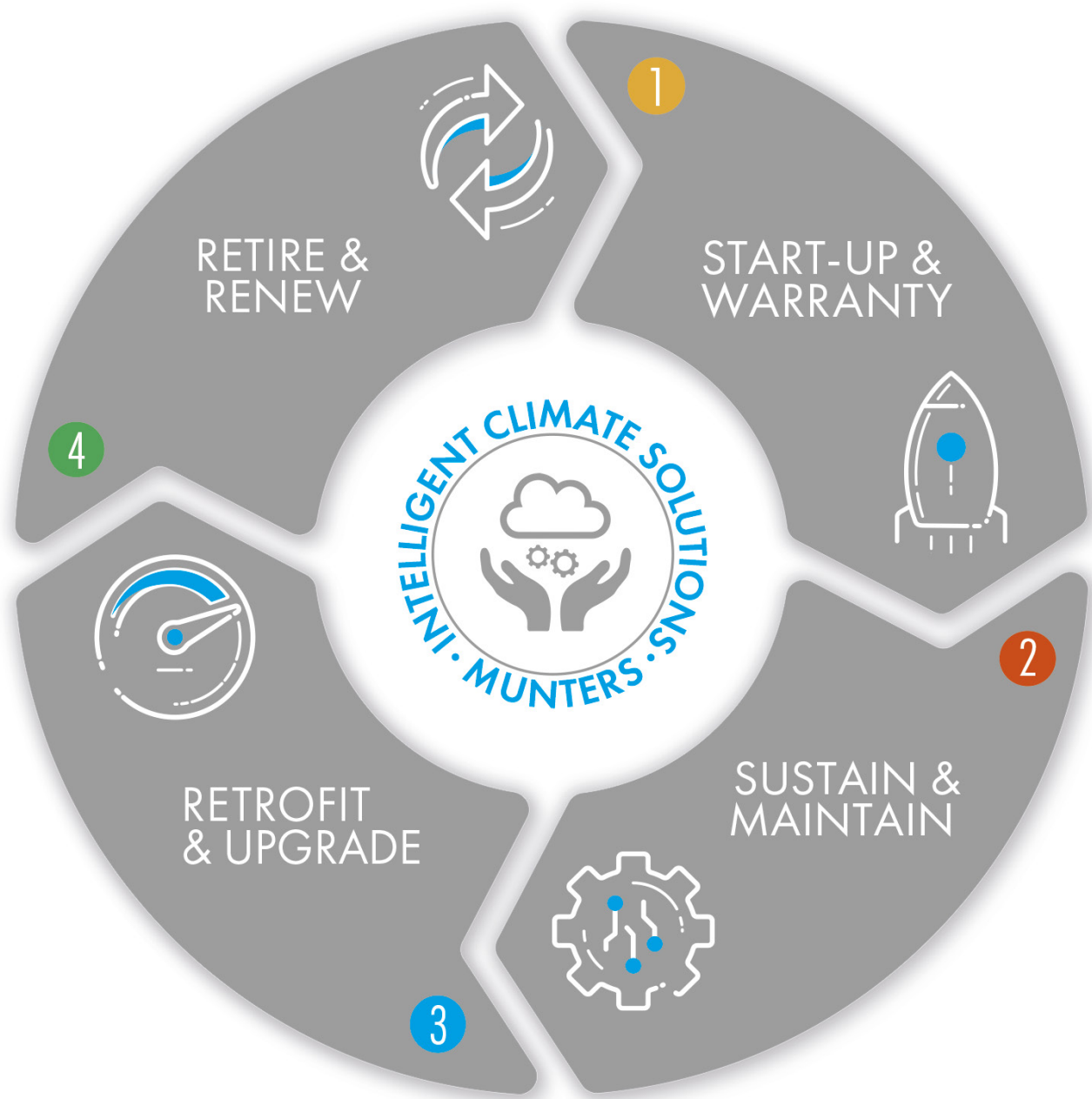
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DATE:

JUNE 2021





02. NEW GLOBAL SERVICE GUIDE

THE BRIEF

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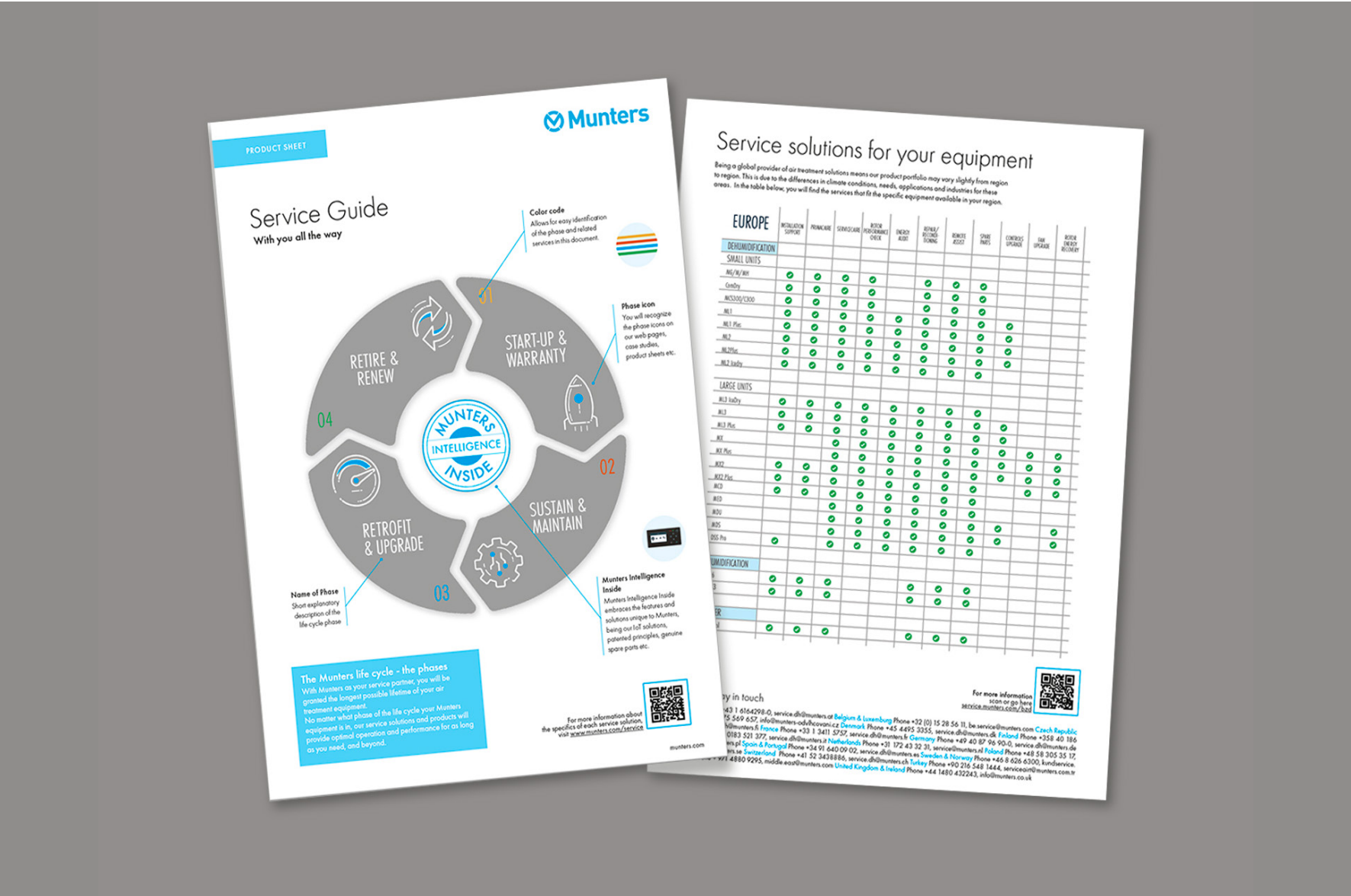
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03. THE SERVICE MATRIX

INFO-GRAPHICS

To furthermore clarify what services Munters would provide, I and the Service Managers around the World would collaborate on updating The Service Matrix. Here the Clients could easily find what kind of service their specific Munters product would need. This could vary from country to country and I had the responsibility to foresee that the information conveyed both on Munters Service website, The New Service Guide Brochure and in our other Marketing material was up to date. Below is the graph showing the lenght of the Phases that Munters equipment was ment to last.

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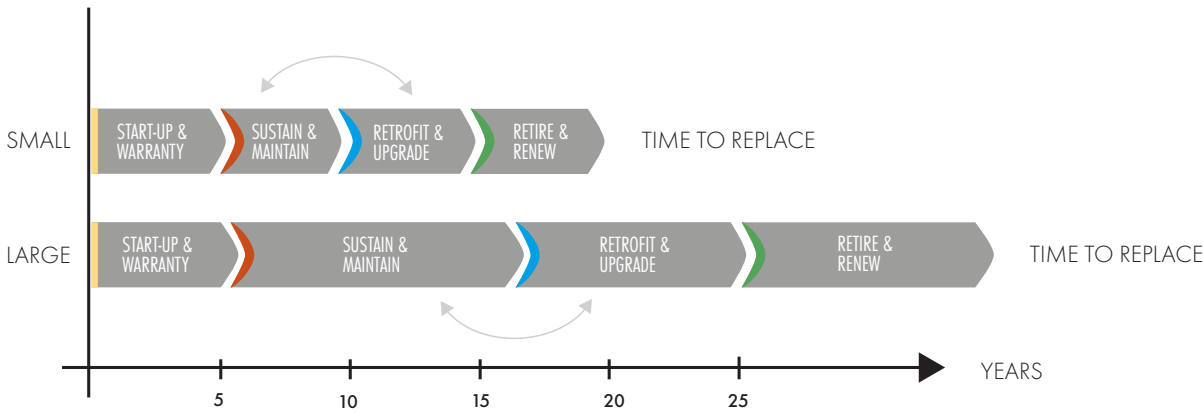
MUNTERS SERVICE

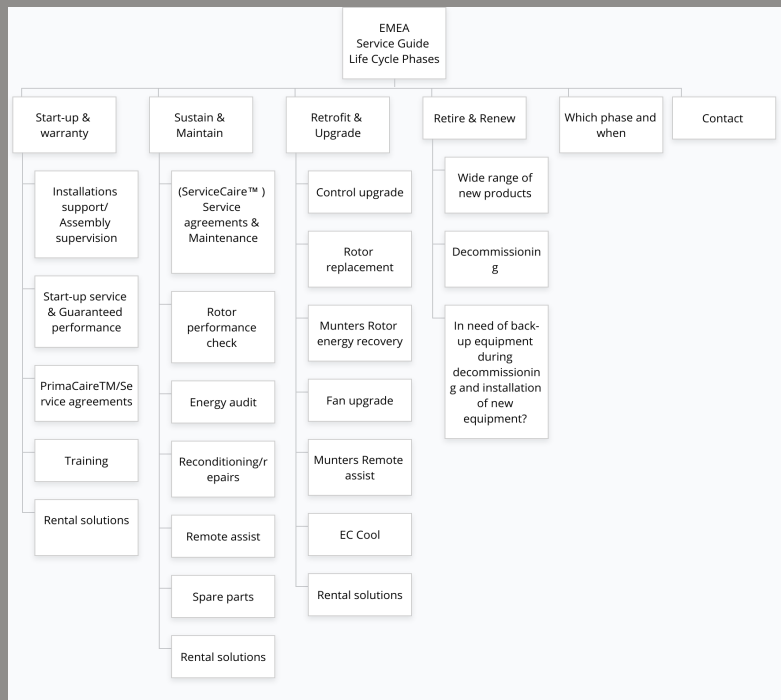
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04. GLOBAL WEBSITE

NEW INFORMATION STRUCTURE

In tandem with launching the New Service Guide in printed matter, the concept also had to be communicated on Munters's web-page. I had the responsibility to layout the information in a way that fits the Internet media. The communication and norm of the Internet are in nature quite different from a Brochure and again I made use of my UX knowledge to convey the information to Munters's B2B clients on the website.

The production involved a new site structure shown in the above sitemap. I was responsible for rolling it out in 33 countries.

It involved producing a video that sums up the whole idea behind the Munters Life Circle, in collaboration with a video designer. The web pages had to be translated into 16 languages, a task that I was the project manager of.

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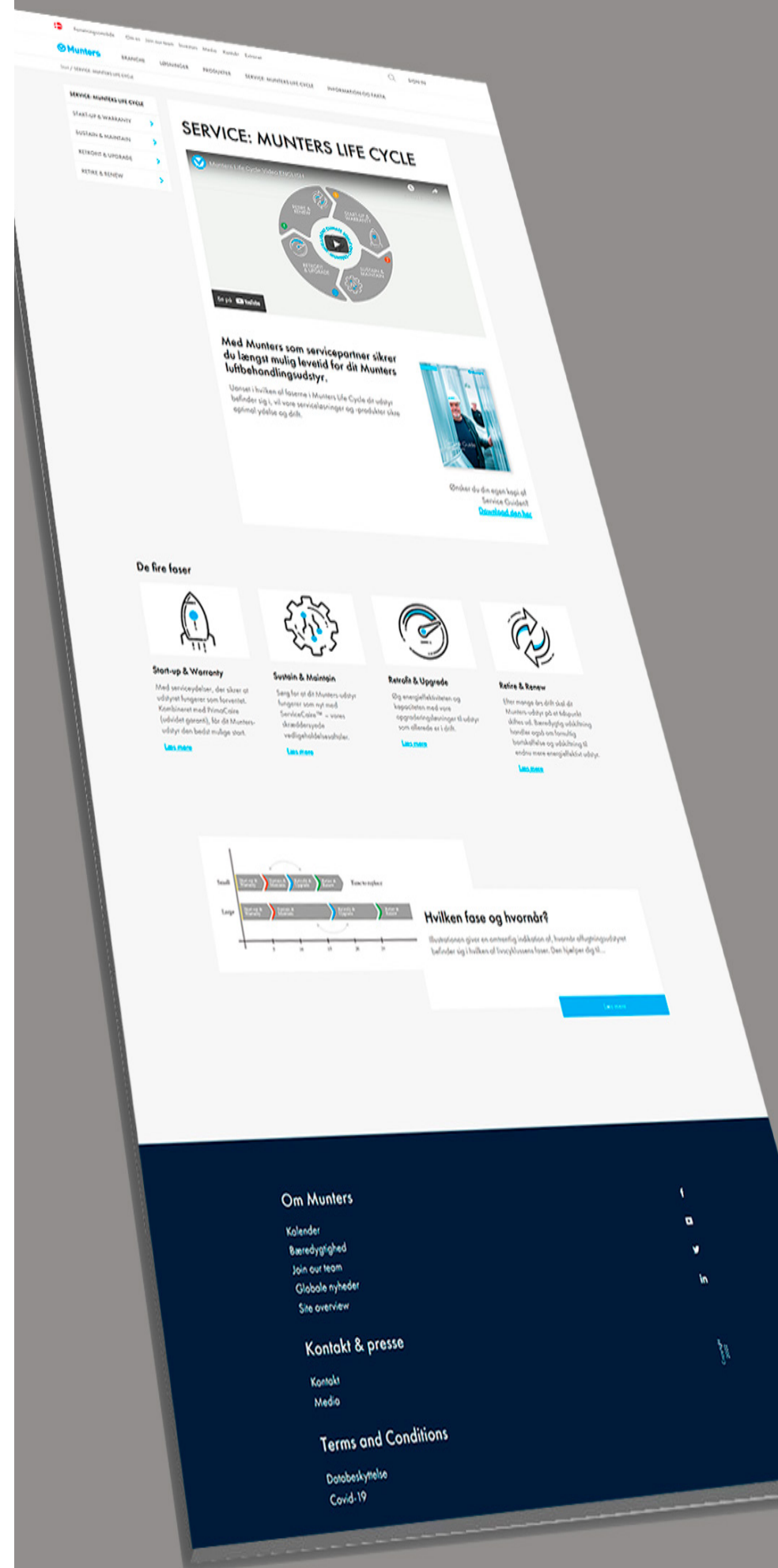
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5. LAUNCH AND CAMPAIGNS

SOCIAL MEDIA, POSTERS AND EMAILS

Once the whole New Service Guide was launched on both print and web, we had to promote the idea to the world. Via the SoMe channels (LinkedIn, Facebook and YouTube) we ran campaigns telling clients about the new way of thinking services in Munters. The launch also involved posters, banners and email banners.



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6. MUNTERS NEW DESIGN GUIDE

MAINTAINING A BRAND

Munters Corporate Communications asked me to help update The Visual Guidelines. A booklet of 33 pages with all the guidance to maintain the brand across all platforms and products. I had the task of obtaining all the many assets from around the company and make sure the information and images was correct.

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07



EXHIBITION DESIGN
CONCEPT/LAYOUT/EXECUTION

08



MOUTH MASK DURING COVID
CONCEPT/DESIGN/EXECUTION



GLOBAL SERVICE CAR DESIGN

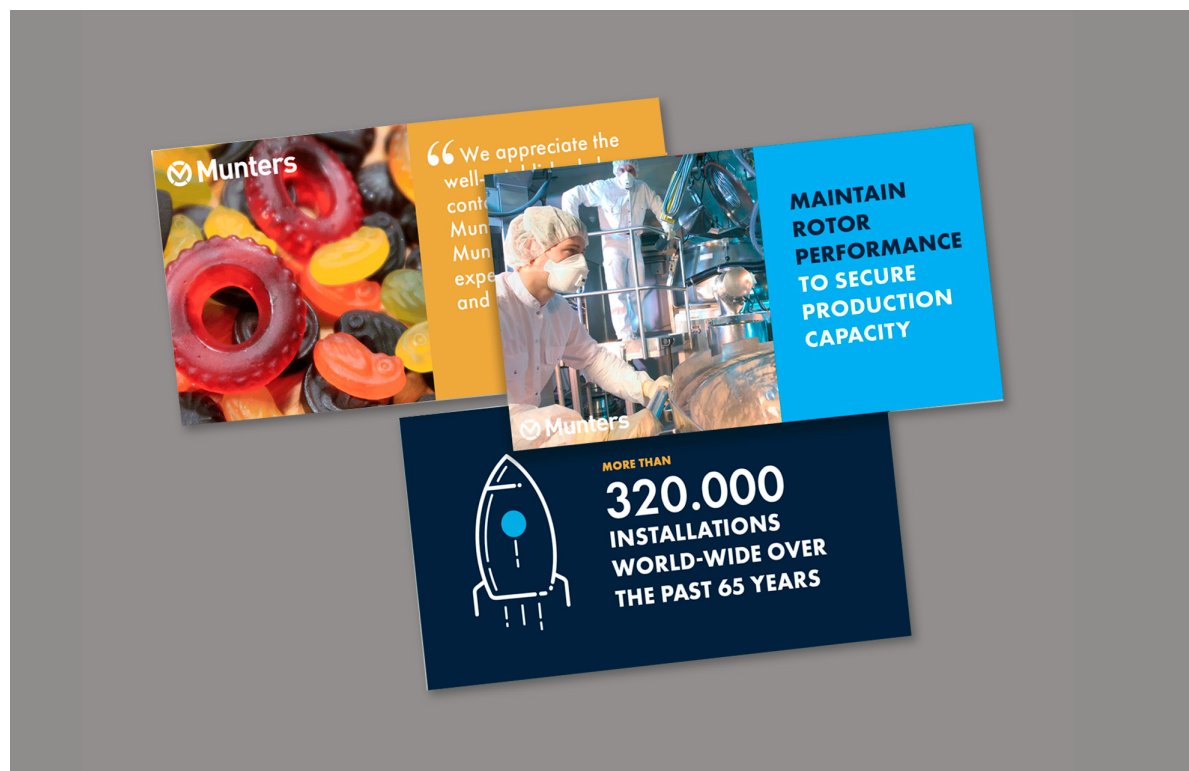
CONCEPT/DESIGN/LAYOUT/WORLDWIDE DISTRIBUTION



CASE STUDIES

LAYOUT/FINDING IMAGES/MAKE SURE THEY ADHERE TO DESIGN LINE

11



SOCIAL MEDIA POSTS

CONCEPT/DESIGN/LAYOUT/WORLDWIDE DISTRIBUTION

12



CORPORATE NEW YEARS GREETING

DESIGN

TESTIMONIALS

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It has been great working with Dorthé at Munters and I can only give her my best recommendations. With her graphical designer skills, she has been able to significantly raise the bar on our documentation, SoMe postings and web content, also contributing to further develop our Marketing Strategy. Never afraid of trying out something new, always on top of trends and new tools, Dorthé is a very important resource in the Service Marketing Team where she also contributes with her positive attitude, always up for a good laugh!

Kirsten Tolstrup
Service Marketing Manager

“

Dorthé is a great team player always ready to take on new challenges. She has the skills to do graphic designs, web and social media, but also the ability plan and manage campaigns and drive marketing initiatives. We have done everything from branded face masks to global marketing campaigns in our time together at Munters. I can highly recommend Dorthé for any type of assignment as she is very quick to adapt to new situations, understand what needs to be done and then work independently to implement.

Petra Gustafson
Director Product Management and
Marketing