



AIST Steel Industry Perception Marketing Initiative

John Ball
General Manager – Commercial

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SUPERBOOTH

Public Perception of the Steel Industry

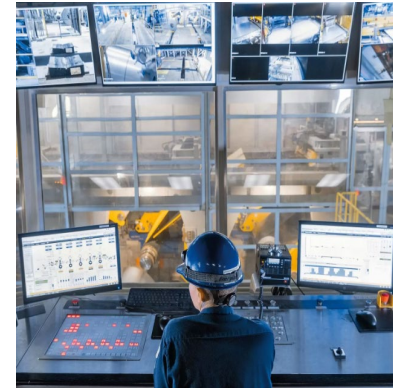
Goal: Shift the narrative to “steel as a high-tech, sustainable, and essential material.”

Outdated Public Perception

Disconnect from modern reality



Strategic Repositioning



Modernized Public Image

Essential, forward-looking, responsible sector

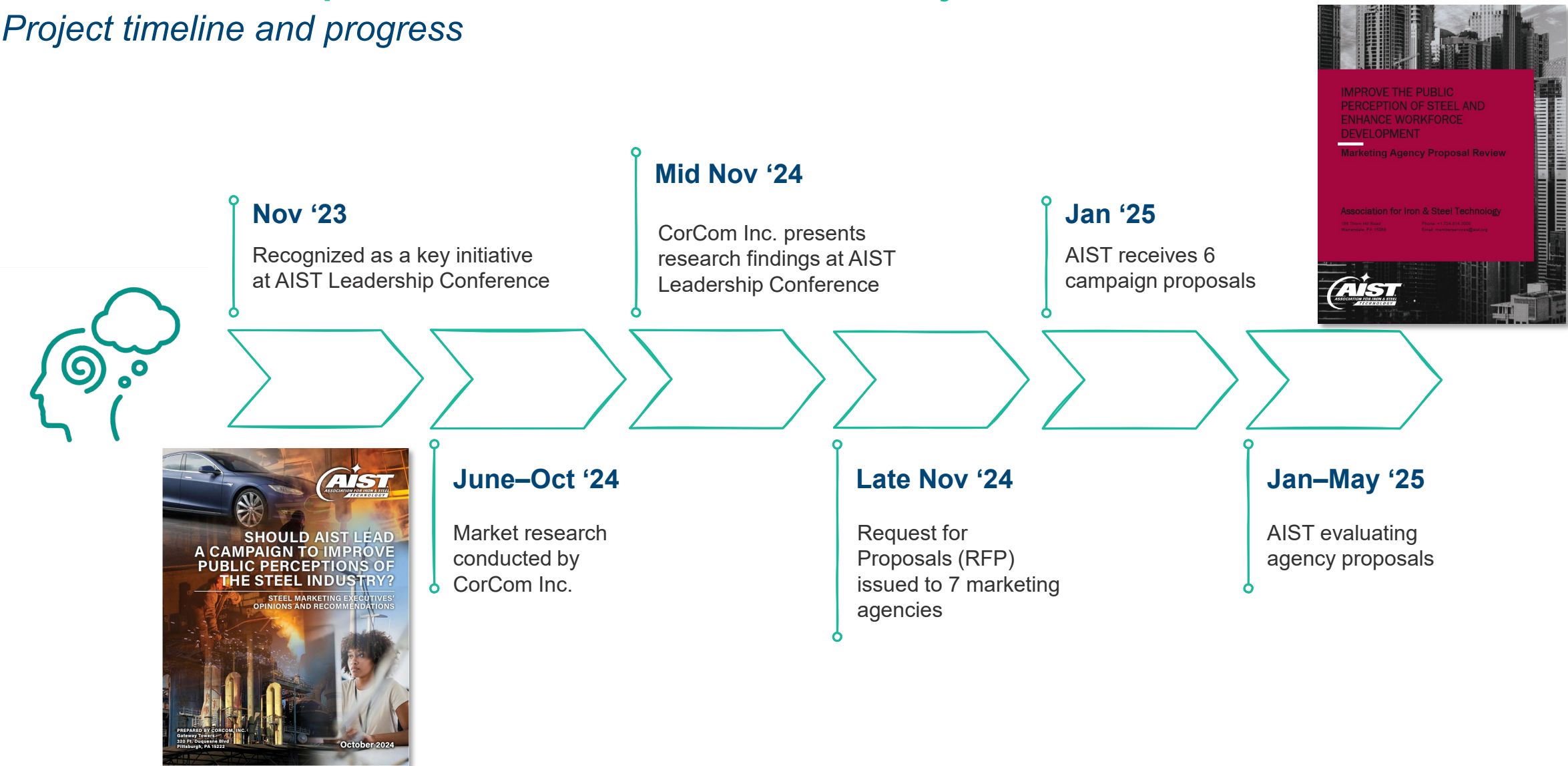
Emphasize steel's impact on **quality of life**

Demonstrate progress and **technological innovation**

Communicate **sustainable** practices

Public Perception of the Steel Industry

Project timeline and progress



Public Perception of the Steel Industry

Wide array of “ideas”

TikTok

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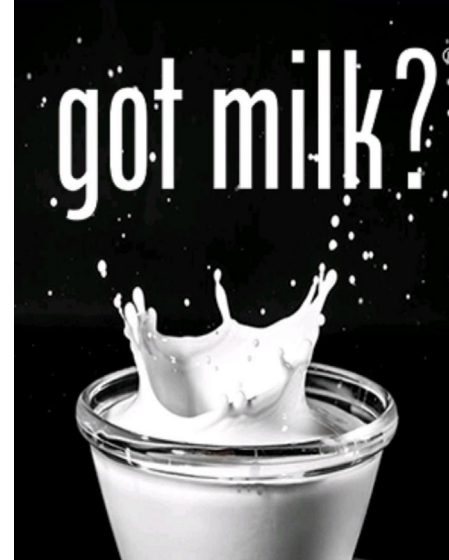
Following



Steel running strong throu...



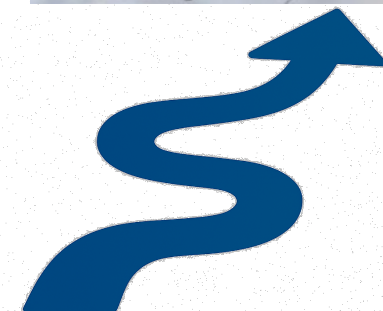
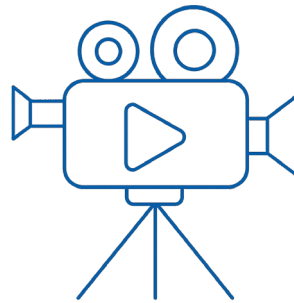
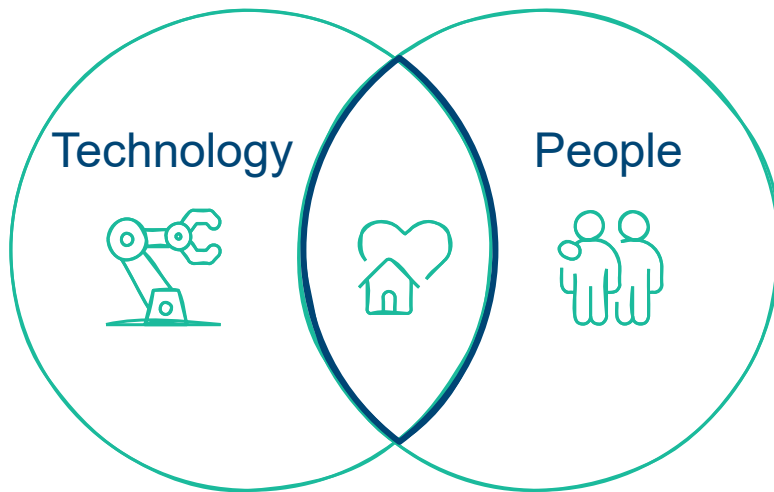
You can find Power Steel...



Public Perception of the Steel Industry

A New Path

- Connect the **technology** in the steel industry to our **people**. Humanize innovation and showcase the story about how **steel improves the quality of life**





Public Perception of the Steel Industry

Utilize the strength of our AIST network



**Develop
Project Team**

16 member
companies
represented



ANDRITZ


ArcelorMittal

 **CLIFFS**

CMC

EQS
ELLWOOD Quality Steels

HATCH

METALLUS

 **MORGAN**
ENGINEERING

NUCOR

 **PRIMETALS**
TECHNOLOGIES

SMS  **group**

SSAB

 **Steel Dynamics**

**THE
SYSTEMS
GROUP**

tenova 

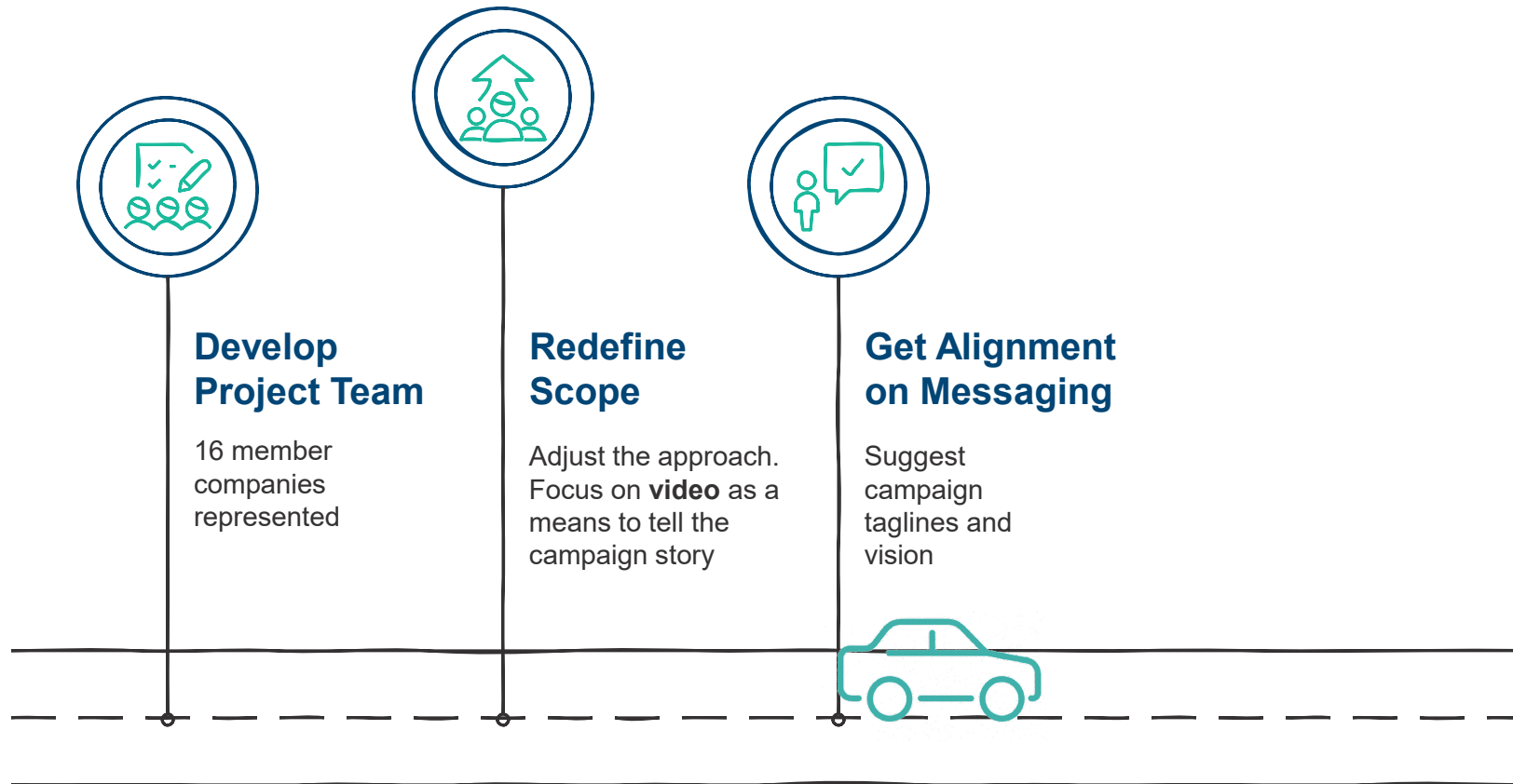


U. S. Steel

Public Perception of the Steel Industry

Momentum is strong

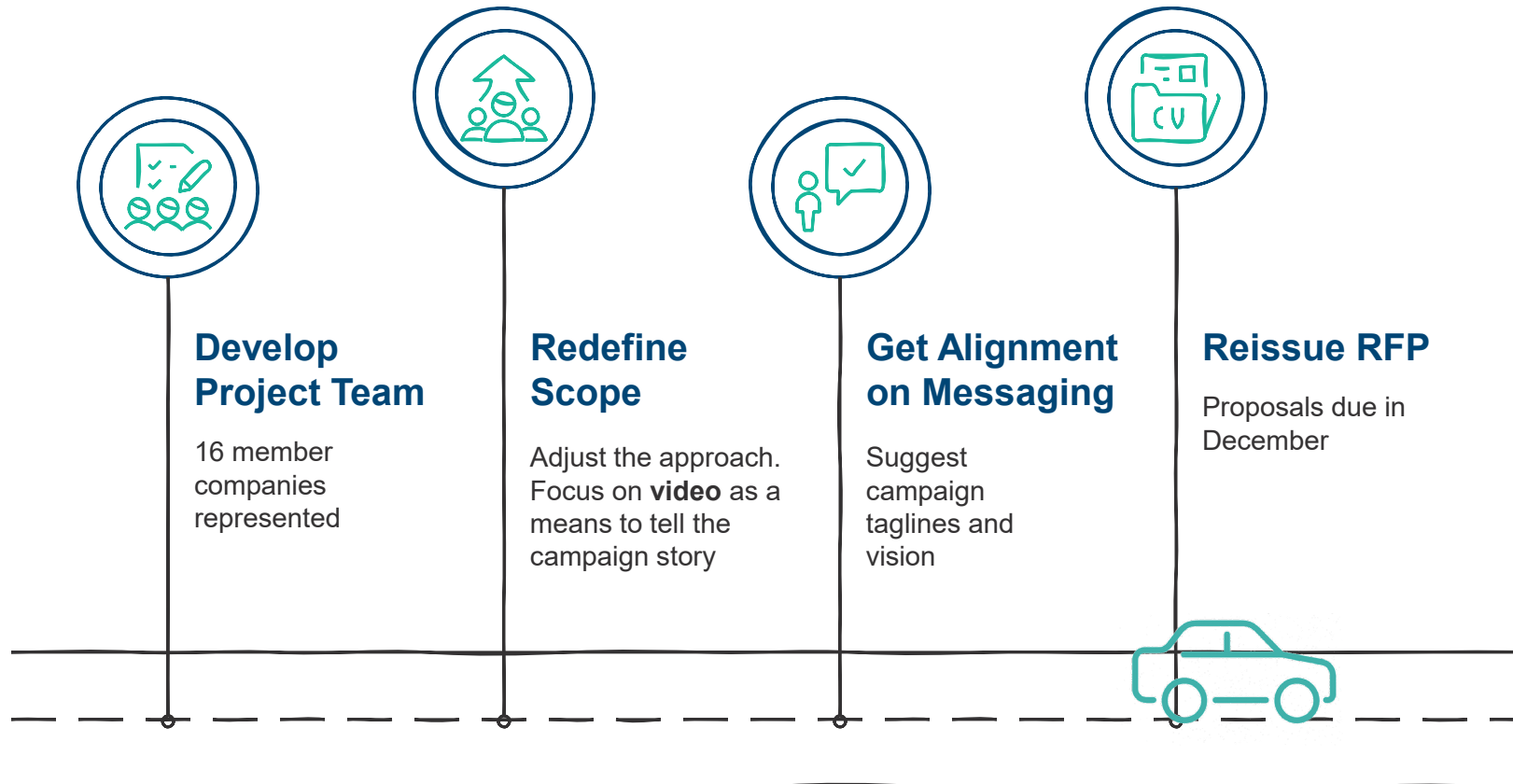
- Through the committee's commitment and engagement, we have collaboratively refined our campaign vision, proposed messaging and renewed project approach.



Public Perception of the Steel Industry

RFP is on the street

- Working towards a 2026 campaign launch



Public Perception of the Steel Industry

Looking ahead

- Working towards a 2026 campaign launch
- Need to track and coordinate with other stakeholders (AISI currently)
- Will reconvene the ad-hoc committee after the holidays to review RFP plans
 - Align on scope
 - Determine viability of schedules and priorities
- Evaluate stage gates, roadblocks, and incremental costs
- Gain support from the Leadership