



By understanding the power of both the rationalization and mapping project itself, we effectively expanded the vision of all employees from focusing on their 'slice of the world' to considering the full value and revenue potential of the entire portfolio.

Peter Ribolzi

Senior Manager of Global Brand

Unification

Of formerly disparate parts of the business has occurred as a result of the corporate and portfolio brand architecture.



Challenge

Zebra was looking to **redefine corporate brand and messaging** following acquisition of Motorola's enterprise business. They needed to **combine two large complex portfolios** organized around vertical markets. They also needed to **transform the Zebra brand** to tell a new story, which needed to cascade from corporate level to a large number of offerings.



Solution

The team built a **new solutions-based product architecture** based on each audience's critical needs. They identified higher-level needs that created strategic alignment between solutions and corporate brand. They also created a **message map** that visually displays messaging at all levels and enables on-brand execution by employees and agencies.



Result

Agency partners use the map as part of their onboarding process to **understand portfolio and overall go-to-market strategy**. The architecture acts as an audience-centric **prioritization mechanism** to ensure vertical marketing dollars are allocated to the right products and solutions.