



MOTOROLA

MOTOROLA

MOTOROLA

MOTOROLA

Ever To Enhance Relationship

Aspira
Communications Architecture
Bringing the Internet to Wireless

Motorola Metamorphosis

Motorola's "wireless ecosystem" transforms cold techno-image into consumer-centered comfort.

You're a technology company. You were born a technology company – you expanded as a technology company – and you'll always be a technology company. Well, maybe...

As Motorola looked toward a new consumer-centered millennium, its 70-year-old, hard-core technology image suddenly lost its luster. High-tech had come to mean cold and impersonal. Motorola wanted to revamp its image to that of a warm, consumer-based provider of real solutions for everyday people. And what better place for the world to witness this transformation than the Superbowl of information technology trade shows – Telecom.

Motorola threw down this total transformation gauntlet for Telecom '99 in Geneva, Switzerland. Before long, exhibit design and/or construction firms, Cramer Productions, Pico Group (Europe) Ltd. and GTP-Architekten, snatched it up, combined efforts and created a new exhibit hybrid. Joining a high-tech, four-story monolith with a nature metaphor of continued growth and transformation, the team created what Bill Lowell, creative director, Cramer Productions, calls a "wireless ecosystem."

Using a wonderland of towering wooden spires and a four-level structure of glitzy steel and glass, Motorola married its high-tech product lines with natural elements such as wind, water and rock. This resulting union transformed Motorola into a softer, more consumer-centered company and a ruler among giants at Telecom '99.

Image alteration

Motorola's legacy reads like a chapter from Communications History 101. From its early beginnings in car radios (the source of

the motor-ola name), through its creation of two-way radios for World War II and finally to today's wireless communication devices, Motorola is synonymous with technology. Continually transforming and evolving, this seasoned veteran has maintained its momentum by steadily branching into new product groupings and divisions.

"When you think of the hard wires of the world, nature is anything but hard wired – and this was Motorola's focus."

– Bill Lowell, creative director, Cramer Productions

Motorola's continued product expansion in an increasingly consumer-centered industry became part of the challenge handed down to Lowell. "Our goal was to take their five brand categories and tie those together in a thematic way that would convey the new Motorola," says Lowell.

Motorola also wanted a total image refurbishment. "They (wanted) to launch a new Motorola," says TJ Martin, vice president of sales, Cramer Productions. "They wanted a more consumer-oriented company than the technology-oriented company (they were). Plus, they wanted (to deliver) a total experience."

As described by Ed Kukulski, senior manager, marketing operations, Motorola, this total transformation involved three key objectives:

1. Transform Motorola's image to strengthen and build customer relationships.

2. Combine sub-brands and introduce products under a unifying theme.

3. Create an experience to demonstrate industry leadership.

Natural transformation

This "wireless ecosystem" was conceived with a mating of the designs of GTP-Architekten's Tony Taranto with the fabrication, installation and technical advice of Pico. The creation was then coupled with the creative communication and media strategies of Cramer Productions.

The resulting architecture consisted of five 40-foot louvered timber spires soaring to the ceiling, along with a four-level glass and steel structure. This design inspired the Motorola/nature connection. "When we first looked at (the design)," says Lowell, "it evoked a plant-like feeling, and in the architect's words, the blossoming of a flower – the rebirth of a new Motorola."

Motorola's departure from its hard core technology image was also part of the concept. "When you think of the hard wires of the world," says Lowell, "nature is anything but hard wired – and this was Motorola's focus."

This initial connection led to the overall theme, "Transforming the Nature of Communications." The message: As nature evolves and changes, so does Motorola and its products.

The nature/transformation theme was presented most effectively through the five spires. Built by skilled woodcraftsmen, each towering spire represented one of Motorola's sub-brands as well as an ever-changing aspect of nature. Accompanying each spire was a nature-themed demo desk that used touch-screen technology to link nature concepts with Motorola products. "Some (desks)

showed the evolution of water – from being a gas to being in a frozen state,” says Lowell. “Another showed rock that would change itself into sand or dust.”

While each spire had its own theme, they were all linked into a total-exhibit transformation experience. Every 40 minutes each spire and its corresponding videos linked with the main videowall to present a nature “experience.” The exhibit’s interior evolved with images and sounds such as rain or wind, moving ceiling panels and an elaborate light system. “Out of the evolution,” says Lowell, “came a documentary piece on the transformation of nature driven by the product content of the spires. Wherever you looked, you saw movement, and you were involved in the experience.”

These spires, however, weren’t the end of the symbolism. A major feature of the first floor was the 67,000 floor-embedded LED lights. Programmed with key Motorola messages, the streams became a river flowing from each spire, across blonde hardwood floors and to the 20-panel videowall. Here, the “Transforming the Nature of Communications” message was showcased through a feature video.

To capture the symbolism, imagine the videowall as Motorola and each product spire as wireless communication users. Motorola is the central unit supplying the access and availability to the users. This access also has taken into account the user’s personal needs in order to provide easy access with few, or at least inconsequential, ties to the central unit. So with one design and a thematic link, Motorola introduced its sub-brands and fostered its new image.

Individual product videos also provided the link between Motorola products and the consumer. Accompanying each spire were two plasma screens showing “real life” product videos. For example, you might see firemen using futuristic headset and camera devices to save fire victims. Or you might see a young woman in Hong Kong using her device to make reservations at a restaurant or take video pictures of a dress at the mall.

Filmed on location at six global destinations and using everyday people and situations, Motorola’s video brought reality and easy-to-use products to the global consumer. “These are real people with real problems,” says Lowell, “and Motorola understands who they are and what their needs are.



Moving ceiling panels, natural wood grains and a river of floor-embedded LED lights link high-tech with Mother Earth.

Therefore, Motorola is the appropriate manufacturer from which to buy that device.”

Aside from the theatrics, Motorola also provided a wide assortment of product information through interactive kiosks. Instead of typical card swipe devices, Motorola used 10 touchscreen kiosks. The kiosks provided live links to the Internet so attendees could locate Motorola product information and send it directly to their home e-mail addresses. Kukulski explains, “The electronic brochures allowed people to look at our entire product portfolio – not just what was displayed on the show floor.” Through the kiosks, Motorola secured countless e-mail addresses and was able to send post-show thank you e-mails.

While this broad-based communication and transformation occurred on the first level, the glass tower provided for more

intimate conversations. Its first floor provided a network solutions area featuring Motorola architecture and technologies driven by the Internet. The second and third floors were more intimate with customer meeting rooms and hospitality areas.

Technology reborn

Motorola’s natural transformation has run its course. Not only did Motorola experience a marked increase in the number of at-

show customer meetings, but attendees and press also picked up on this change. Staffers noted generous positive comments, and exhibit attendance figures exceeded Motorola’s expectations.

Although born a technology company, this high-tech leopard has changed its spots. Through the wonders

of nature, cold and impersonal have been reborn as soft and kind, and the overall result is a total Motorola metamorphosis. ■

By Linda Armstrong, senior editor.

SOURCES

Cramer Productions
425 University Ave.
Norwood, MA 02062
781-278-2300

Pico Art Exhibit Inc.
3000 Ocean Park Blvd., Ste. 3000
Santa Monica, CA 90405
310-392 9091

GTP Architekten
Oberkasseler Straße 36
40545 Dusseldorf, Germany
+49-211-55-90-303