



**UV Protection
Factor 100.**
For your eyes.
All day. Every day.



ZEISS UVPROTECT – in all clear ZEISS Lenses

Due to a change in the sun's atmosphere over the last few decades, sunlight has become a bigger threat to our health. UV rays don't only harm the skin, but also the eyes, and can result in serious eye damage. All clear ZEISS lenses come treated with IntraShield Technology giving sunglasses-level protection to the eyes and surrounding skin. www.zeiss.com/uvprotect

ZEISS

A brand portal to ensure a consistent brand experience

ZEISS is one of the world's leading technology companies in the optical and optoelectronic industries. Across its four divisions – Industrial Quality & Research, Medical Technology, Consumer Markets, and Semiconductor Manufacturing Technology – the ZEISS Group most recently generated annual sales of over 6.4 billion euros.

CHALLENGE

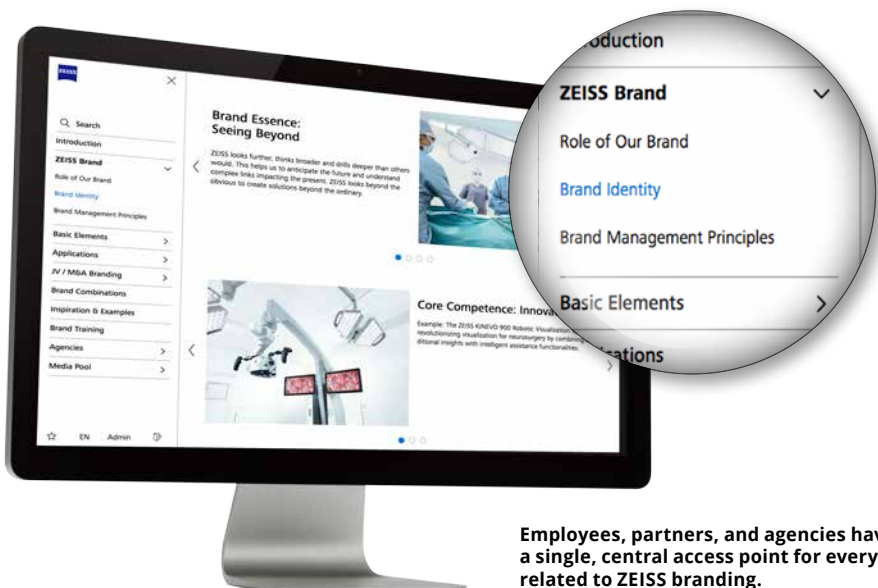
Bringing the brand to life while simplifying everyday tasks

ZEISS wanted to make brand and marketing communication more effective, more consistent, and more efficient. At the same time, they sought the tools

to create and ensure an inspiring brand experience at all touchpoints, especially digital ones.

As a global and widely diversified company, however, ZEISS was faced with the challenge of having different brand content spread across different platforms.

There was a lack of transparency about the existing assets and compliance with guidelines was also difficult, which made it challenging to maintain a consistent brand presence. The ZEISS brand and the necessary information about updates, new guidelines, or best-practice examples could not be communicated efficiently, globally, or in a user-friendly way.



Employees, partners, and agencies have a single, central access point for every-thing related to ZEISS branding.

SOLUTION

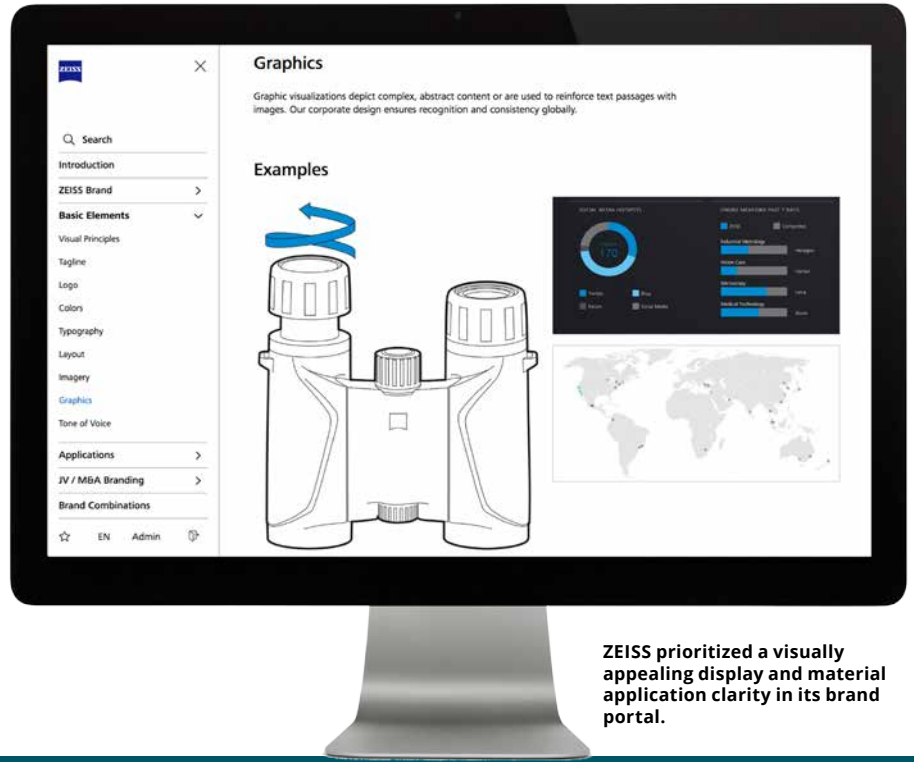
A digital and user-friendly brand portal as the single access point

With the implementation of a brand portal, all brand content for internal and external user groups, such as agencies, is now bundled in one central location and can be accessed at any time. For ZEISS, the focus on the user (i.e., user centricity) was very important in developing the brand portal.

The portal also embodies the ZEISS brand experience. It offers users simple

and intuitive operation and a visually appealing, branded presentation of the corporate design elements. It also showcases their application, for example, in email marketing, online banners, films, posters, or advertisements. Today, thanks to the portal, employees, partners, and creative agencies have a single access point for every aspect of ZEISS branding. Logos, templates, images, and other media can be downloaded and used in just a few clicks. What's more, employees can orient themselves in a best practice area and by using the numerous available training materials.

The portal ensures that at all touchpoints, ZEISS presents a uniform brand presence that ultimately creates an emotive, modern, and inspiring brand experience for the ZEISS customer.



Advantages:

- A single point of access for all questions relating to the ZEISS brand
- An operationally and structurally user-friendly portal
- Transparency across all materials, such as templates and images
- Access to brand-compliant assets anywhere, anytime
- Best practice and training areas
- A "Favorites" function for users
- Global agency management
- Central support contact point for branding issues

gateB

Transforming Digital
into Value

gateB is a consultancy and implementation specialist that empowers national and international companies to tap into the potential of digitization to make their customer relations faster, smarter, and better.

We support our clients in the following areas:

Social Listening

Keep track of trending topics and harness them for your business

Customer Intelligence

Generate customer knowledge – and effectively implement it

Customer Engagement

Interact with your customers on the right channel, with the right message, at the right time

Marketing Automation

Leverage automation to target groups effectively and efficiently

Marketing Resource Management

Make your marketing processes more efficient

Content Management

Create content once, then easily use it across all touchpoints

Multichannel Publishing

Communicate consistently on every channel

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