

To remain relevant and competitive today your company must act on what matters.

Unboundary is the transformational design firm that uses design thinking to help business leaders define and meet the modern imperatives facing their organizations and society.

Unboundary provides leaders with a hybrid of management consulting and communications design.

The combination of capabilities creates the ability to meaningfully adjust or reframe thinking and strategy, and then align communications in a way that makes your company well understood – by employees, by stakeholders and by customers.

Many clients use Unboundary both for metastrategy, which helps align the work of existing resources, such as ad agencies, public relations firms and marketing support groups, and for development of new or exemplary communication to set change in motion.

Leaders look to Unboundary for:

- *The Meaningful Strategy*
- *Definition of PURPOSE, VALUES, CORE IDEA and CORE NARRATIVE*
- *Corporate, company-wide and marketing strategy*
- *Brand evolution*
- *Citizenship and sustainability strategy*
- *Communications planning*
- *Communication development, design and production*



Clients include Accenture, The Coca-Cola Company, FedEx, IBM, Interface, Johnson & Johnson and Schwab.

“There is Unboundary and then there is everyone else.”

MARY LOU BROUS
DIRECTOR OF GLOBAL BRAND, ACCENTURE

“There are very few times in the life of any enterprise or institution – or in the career of any individual – that can honestly be described as pivotal. The mid-1990s were such a period for IBM. Our turnaround involved all the issues of self-examination and redefinition attendant on such a near-death experience. EAI (now Unboundary) was a vital partner to us during that intense and unforgettable time. The work they helped to shape was much more than ‘branding,’ ‘marketing’ or ‘communications.’ It was rethinking a great company back to life.”

JOHN IWATA
SENIOR VICE PRESIDENT, COMMUNICATIONS, IBM CORPORATION

“Our relationship with Unboundary is built on their willingness to go ‘above and beyond.’ That is true not only in the way they work with people throughout the company, but in the way they understand and communicate FedEx. They’ve given us ideas that have literally become assets to the company, and they work with us to build equity in those assets every day.”

FREDERICK W SMITH
CHAIRMAN, PRESIDENT AND CHIEF EXECUTIVE OFFICER, FEDEX

Unboundary is 23 years old and based in Atlanta, Georgia, with a staff of 28.

The company is privately owned and intentionally independent.

Unboundary is curator and host for TEDxAtlanta.

We’re powered by 100% Green-e certified energy and offset all travel through CarbonFund.

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