

Cybersecurity portfolio campaign

Devising market messaging and compelling content creation

“Conscient helped us to position our capabilities as a full-service provider and create a set of engaging assets that explained how each of our services added value”

Sophie Hugman Marketing Manager, Sure Business



OUR CLIENT

Sure Business supplies world-class communication services to businesses and public-sector clients. Their combination of local knowledge and global expertise makes them the perfect communications partner for companies that need high quality, reliable connectivity.

Visit their website:
www.business.sure.com

CHALLENGE

Sure Business expanded their Cybersecurity portfolio, but experienced growing pains as their services were not communicated in a consistent and coherent manner. They required a full messaging and service relaunch, supported by social media campaign assets.

TARGET AUDIENCE

The project was targeted to drive engagement to new prospects in C-level and IT managers positions, across the following sectors; banking, financial services and insurance. As well as repositioning Sure Business as a full-service provider with their existing customers.

SOLUTION

It was crucial that Conscient understood the overall business impact of Sure’s product portfolio and did not just outline the technical features. With this in mind, Conscient created a messaging framework to communicate the business benefits of the entire cybersecurity product range.

The portfolio was divided into five Cybersecurity pillars: Identify, Protect, Detect, Respond and Recover. This was then represented by the following campaign deliverables; social media, press adverts, product sheets, sales pitchdecks and sales brochures.



RESULT

Sure Business were able to increase their brand profile and reposition their capabilities as a full-service provider with coherent benefits-led messaging across their diverse Cybersecurity portfolio.

Protect your business from network to cloud

We can help you identify and mitigate your exposure to cyber-threats

sure.business

Accelerate your response to cyber-attacks

We will help you quickly assess the impact, regain control and restore functionality

sure.business

Do you need help positioning your product portfolio?

→ **Contact us**

→ **0208 1917254**

ABOUT US

We are data centre, telecoms and technology marketing specialists with a combined 50+ years’ telecommunications and technology experience, we have first-hand knowledge of how to translate the benefits of technology products and services into engaging communications.



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