



## Citadel Security Software

### Overview

Citadel Security Software had no brand recognition in the extremely saturated security software technology arena. They needed assistance with global strategy and overall branding to make them stand out from the crowd.

### Solution

Assisting the client with fresh concepts, marketing strategies, extensive content writing and media schedule management, Propel Group created targeted messaging and branding elements which were applied to trade show, sales support collateral and publication ads for Citadel.

### Impact

Propel Group's designed campaigns increased awareness and recognition of their core message. Efforts resulted in a quarterly sales increase of over 700%. Focus group ad ratings of 100% recognition were realized after only three months of media insertions.

# FOCUS GROUP AD RATINGS of 100% RECOGNITION





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