

CYBER DEFENSE LABS

Creative Strategy:

Position Cyber Defense Labs as the cyber security services firm with unparalleled experience and commitment to service.

Key Message:

Cyber Defense Labs has the right people and service to prevent disruptions to business now and in the future.

Execution:

First we launch a pilot program to test it. If the results are favorable, it will be the singular lens through which all of our communications flow.

Media:

Print ads, web banner ads, social media

Creative:

What follows is only an example. The actual copy writing will be critical.

Consumer Benefits:

1. People/Experience

- CDL is committed to maintaining a team of experts. All have real world cyber security experience - in government and private sector. Experience includes FBI, White House, Department Homeland Security, leading national security investigations, overseeing critical incidents/crisis management for major organizations; building security operations and programs for businesses of all sizes - including large, multinational companies.
- CDL team is made up of 100 U.S. based employees. Their leaders and SMEs bring real world experience and sophistication. Knowledgeable and seasoned risk management and cybersecurity practitioners that have “been there and done that.” Trained and certified (will need to identify these certifications that matter).

2. Tailored Solutions (service)

- Tailored to each partner, not a one size fits all and in it for the long term. We also provide continuous support as your environment evolves. Don't walk away.

3. Sole Focus

CDL is not a consulting firm. Their sole focus is on cyber security services.

- Best in class technology - Cyber Defense Labs Managed Security Services are powered by the most advanced security platform in the market (CrowdStrike), providing organizations (our client partners) with the highest level of security. All of our technology partners are proven, trusted, validated best-in-class technology platforms. NOTE: We have the option of using different technology partners in case we come across a client that has a negative experience with a preferred partner in the past.
- This partnership enables us to deliver comprehensive and fully managed protection and remediation.
- Reduce complexity for client partner by streamlining operations and optimizing resources
- Delivering a turnkey solution with rapid deployment providing unparalleled visibility and protection for the client.

Web banners



EXPERT 1: CEO

Single Print ad



Social media



Web banners



EXPERT 2: PRESIDENT

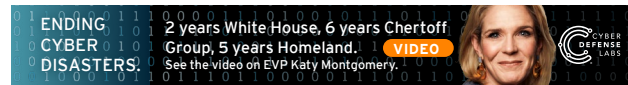
Single Print ad



Social media



Web banners



EXPERT 3: EVP

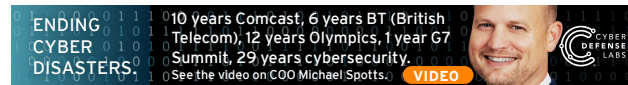
Single Print ad



Social media



Web banners



EXPERT 4: COO

Single Print ad



Social media



Alternative headlines:

Service by experts.

Service backed by experts.

True expert service.

Experts stopping cyber crime.

Cyber Defense Labs is your trustworthy partner providing expert cybersecurity services at all times — before, during and after a cyber incident.

We are the trusted experts in cybersecurity.

For additional resources on how to reduce cyber risk and protect your company, visit www.cyberdefenselabs.com or email experts@cyberdefenselabs.com.

