

CYBER DEFENSE LABS

# COMPETITOR BRAND ANALYSIS

## EY



### KEY TAKEAWAYS

#### Use high-level storytelling and consistent branding.

All content is built around their brand idea and is designed to be thought-provoking. Imagery is less expected for the category and has more energy to it.

#### People play a central role in their positioning.

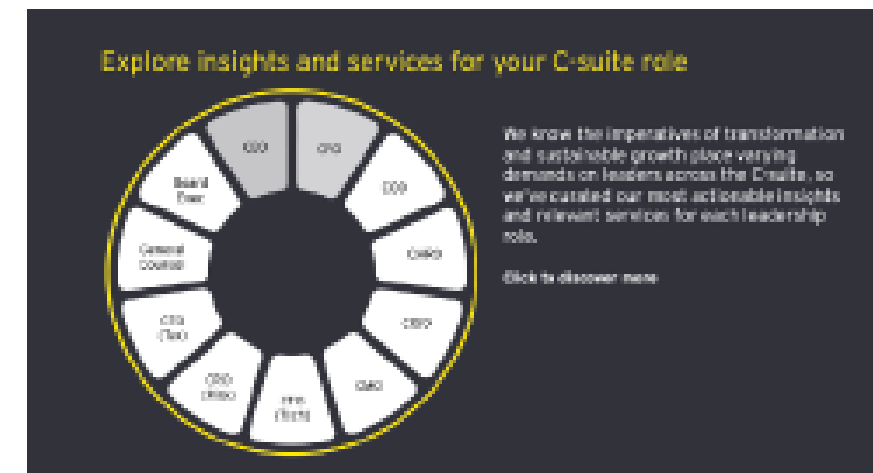
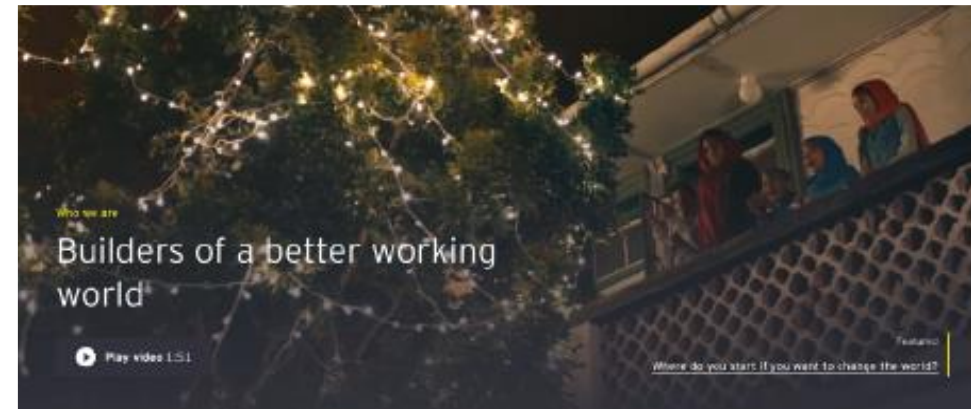
They highlight the thinking of their experts, the opportunities they provide for the next generation, and stay connected with alumni.

#### Messaging is clearly focused on the c-suite.

They've even organized content on their site to align with the different challenges of each C-level executive.

#### Majority of content is based in thought leadership.

Using articles, case studies, surveys, interviews, events, and partnerships to highlight and discuss what they see as the top challenges that companies are facing today.



# COMPETITOR BRAND ANALYSIS

## EY Campaign Overview



### We're asking #BetterQuestions



Are you running an analogue supply chain for a digital economy?

COVID-19 has exposed long-standing weaknesses in how we make and sell goods. The solution is digitizat...

16 Aug 2021 | Edmund Wong



What are the right transition choices when your business is part of the family?

COVID-19 has shown how transitions of family value, business and wealth deserve thoughtful attention no...

19 Nov 2020 | Steven Shultz



In a touchless world, how will you embrace technology?

We're wary of touch like never before. Yet fundamentally altering how people interact with tech...

4 Dec 2020 | Prianka Srinivasan

## “Ask Better Questions to Help You Reframe Your Future”

This idea is the singular lens that all of EY's communications go through to build their global campaign across lines of business and touch points. Everything is built around “transformation” - using questions as headlines that try to align with issues that today's business leaders might be facing. “Are you reframing your future? Or is the future reframing you?” The campaign also works to put people at the center of their storytelling in order to humanize their brand and share their expertise in consulting.



# COMPETITOR BRAND ANALYSIS

## EY Campaign Overview



Are you prepared for change or reacting to it?



Featured thinking  
Cybersecurity: How do you rise  
above the waves of a perfect  
storm?  
Kris Lovejoy  
22 JUL 2021

### **Addressing Larger Transformation Opportunities**

Harnessing the power of your data, embracing technology in a touchless world, trends impacting business transformation – by using higher-level storytelling, EY hopes to connect with a broader audience while demonstrating their capabilities in multiple areas that are all connected under bigger issues that the C-Suite may be needing to figure out.

### **Cyber Thought Leadership**

EY runs a Global Information Security Survey (GISS) with 1,000 cybersecurity leaders. This approach enables them to demonstrate their expertise in understanding the needs of CISOs, highlight issues that many are currently facing, and then lead to how EY can help implement new strategies. This survey is the source for multiple articles and pieces of content.

Similar to the Ernst and Young brand campaigns, where everything is built around a single word, “transformation”, we start with our word:

# FOCUS

## **Strategy:**

The examples below focus on our core values, as a brand awareness campaign. The last page in this deck proposes other strategies that could be used instead.

Sometimes the word focus may be used, sometimes implied.

All will be targeted to our primary audience, the C-suite.

**Partner focused • Diligent • Collaborative • Knowledgeable**

## **Creative thrust**

- Our visuals will use people, and metaphors.
- Similar to E&Y, we will employ a visual device. In their case a yellow frame. In our case a teal focus ring.
- The messages will be simple. They may be profound, or use wry humor in tone.
- This is a brand awareness campaign, but there will always be a call to action to help measure the response.

## **Execution:**

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

## **Media:**

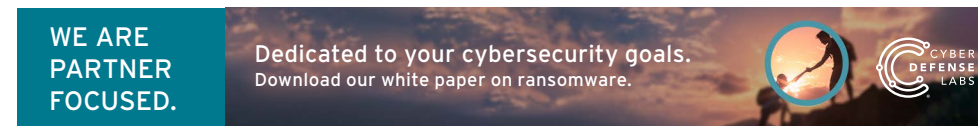
Print ads, web banner ads, social media

## **Creative:**

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

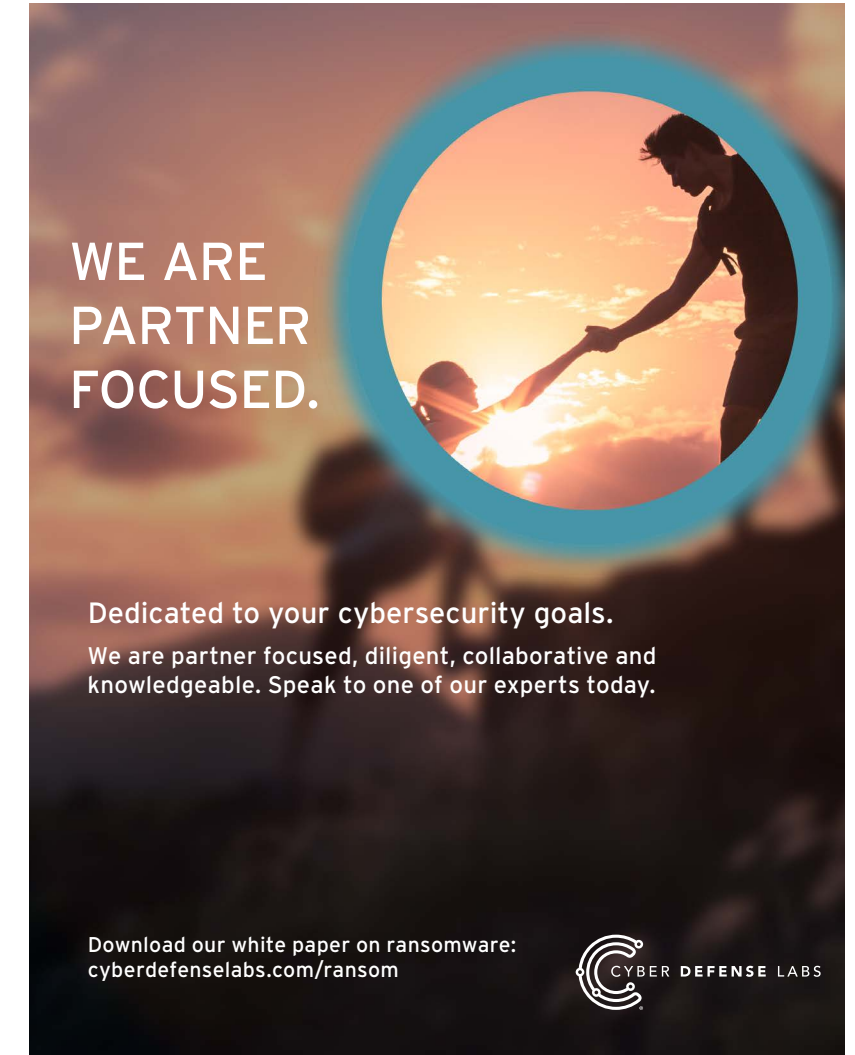


## Web banners

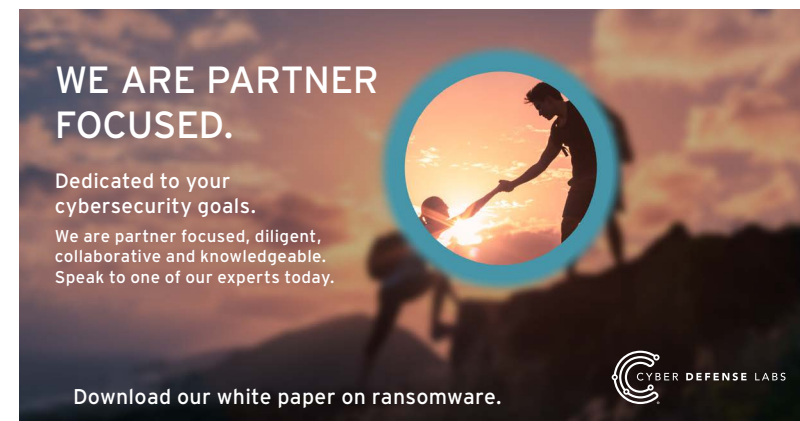


**VALUE:  
PARTNER  
FOCUSED**

## Single Print ad



## Social media



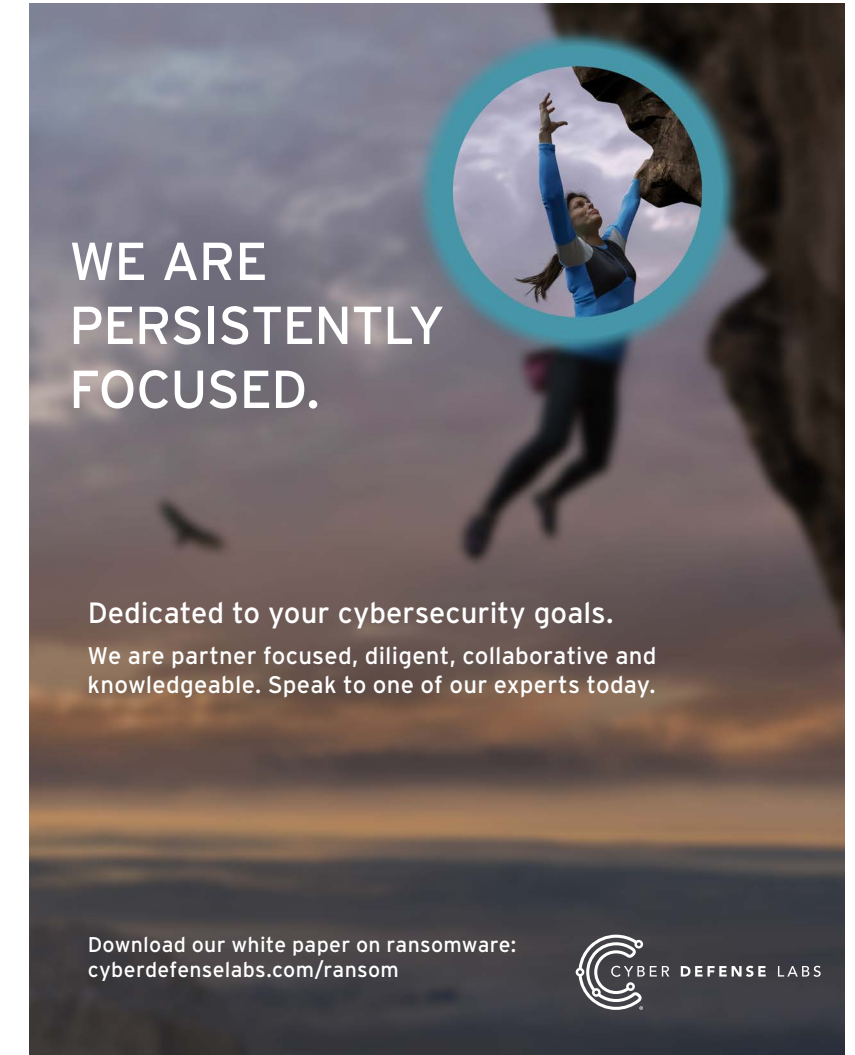
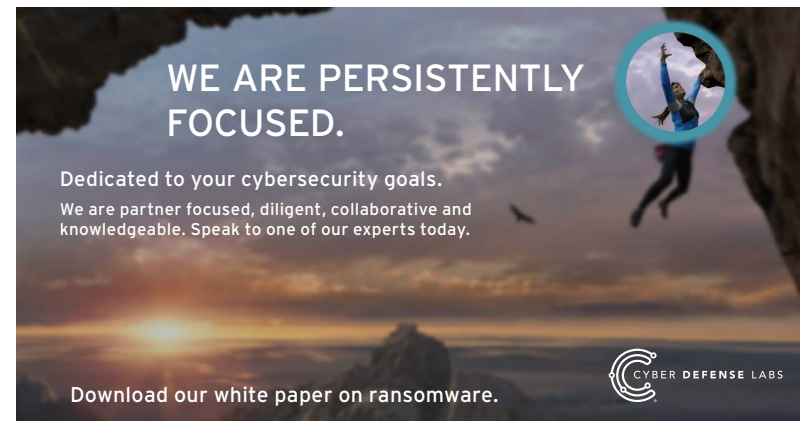
## Web banners



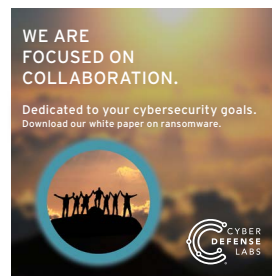
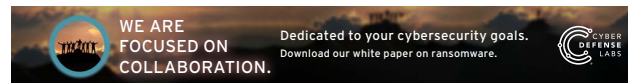
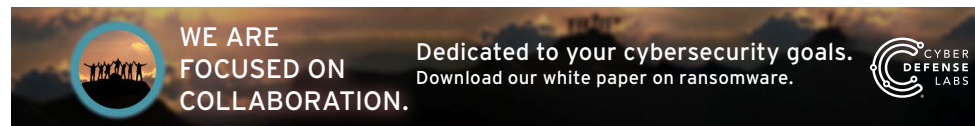
# VALUE: DILIGENT

## Single Print ad

## Social media

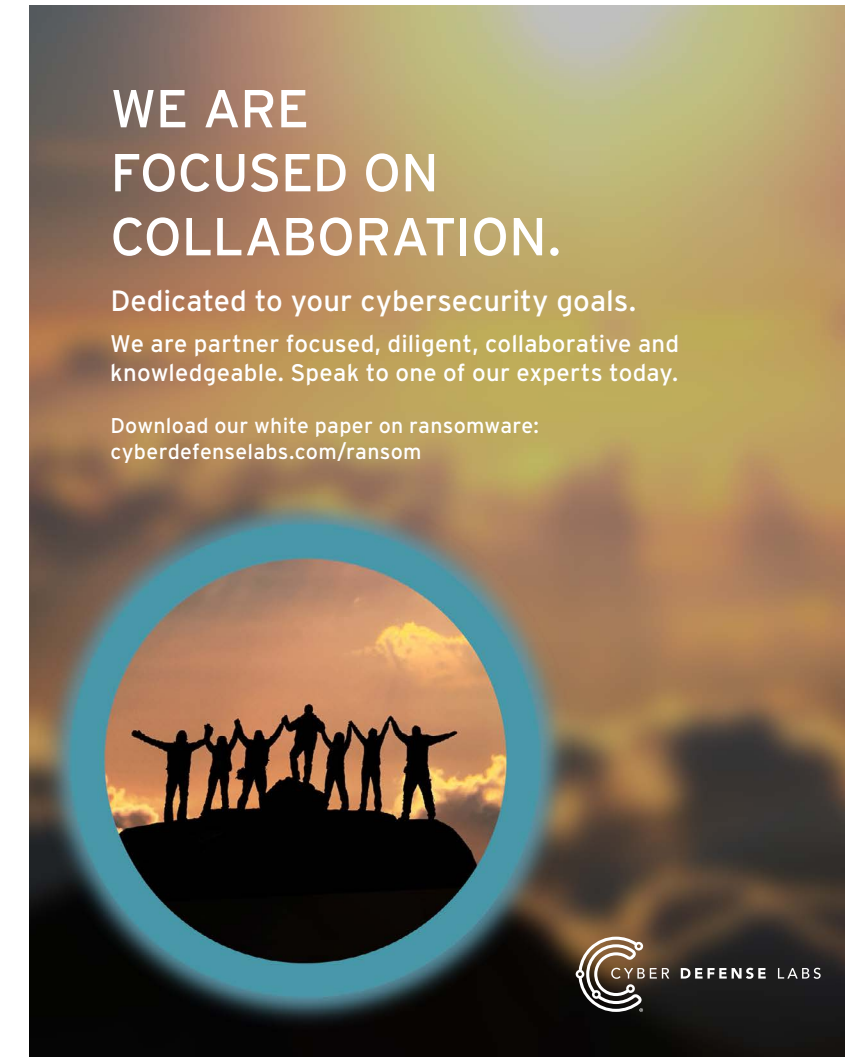


## Web banners

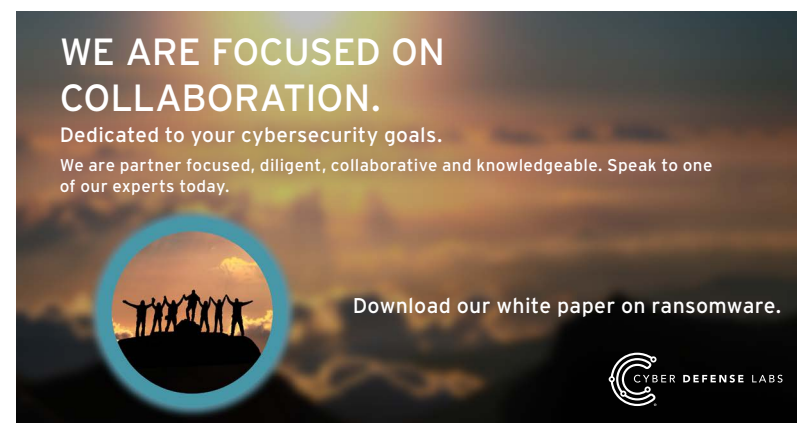


## VALUE: COLLABORATIVE

## Single Print ad

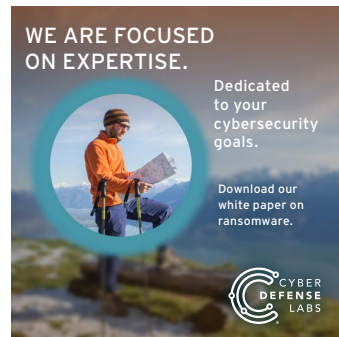
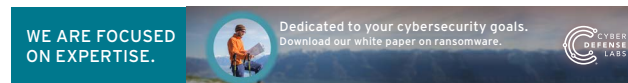
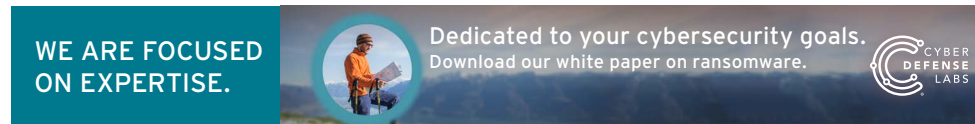


## Social media





## Web banners



# VALUE: KNOWLEDGEABLE

## Single Print ad

## Social media

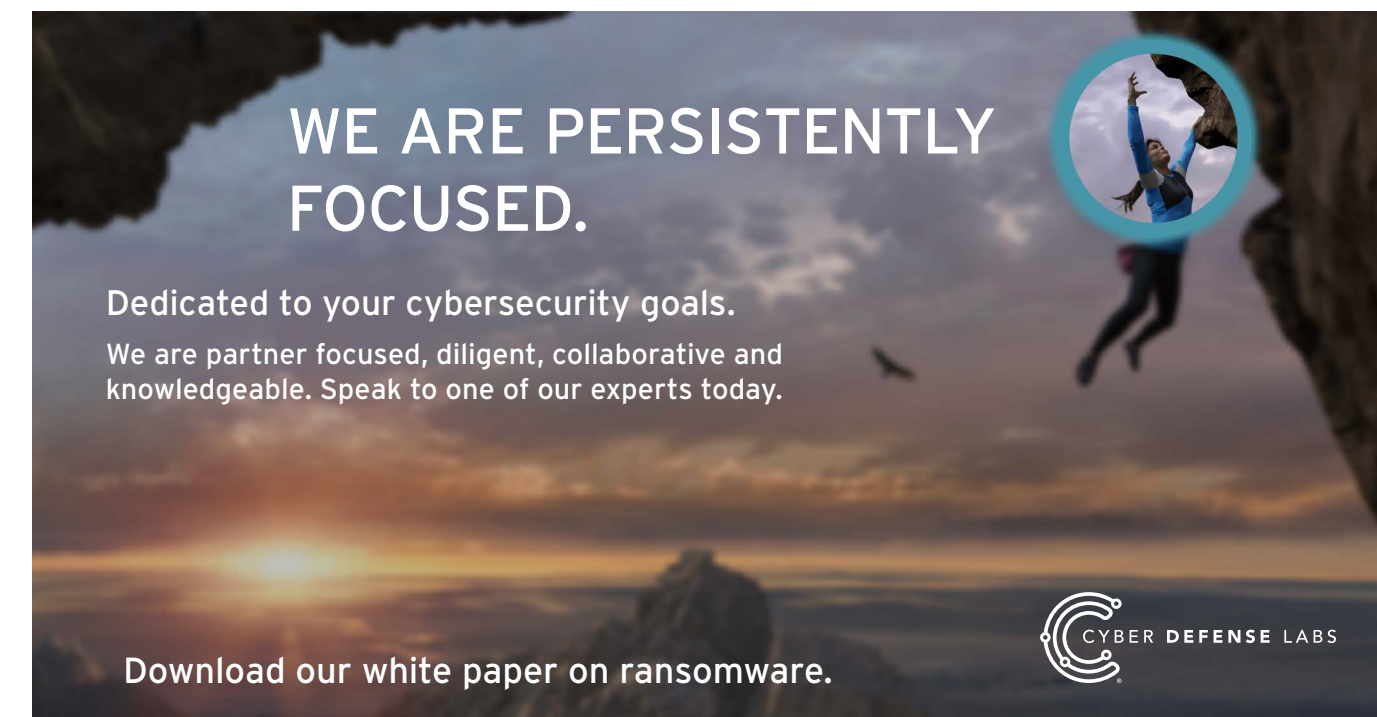


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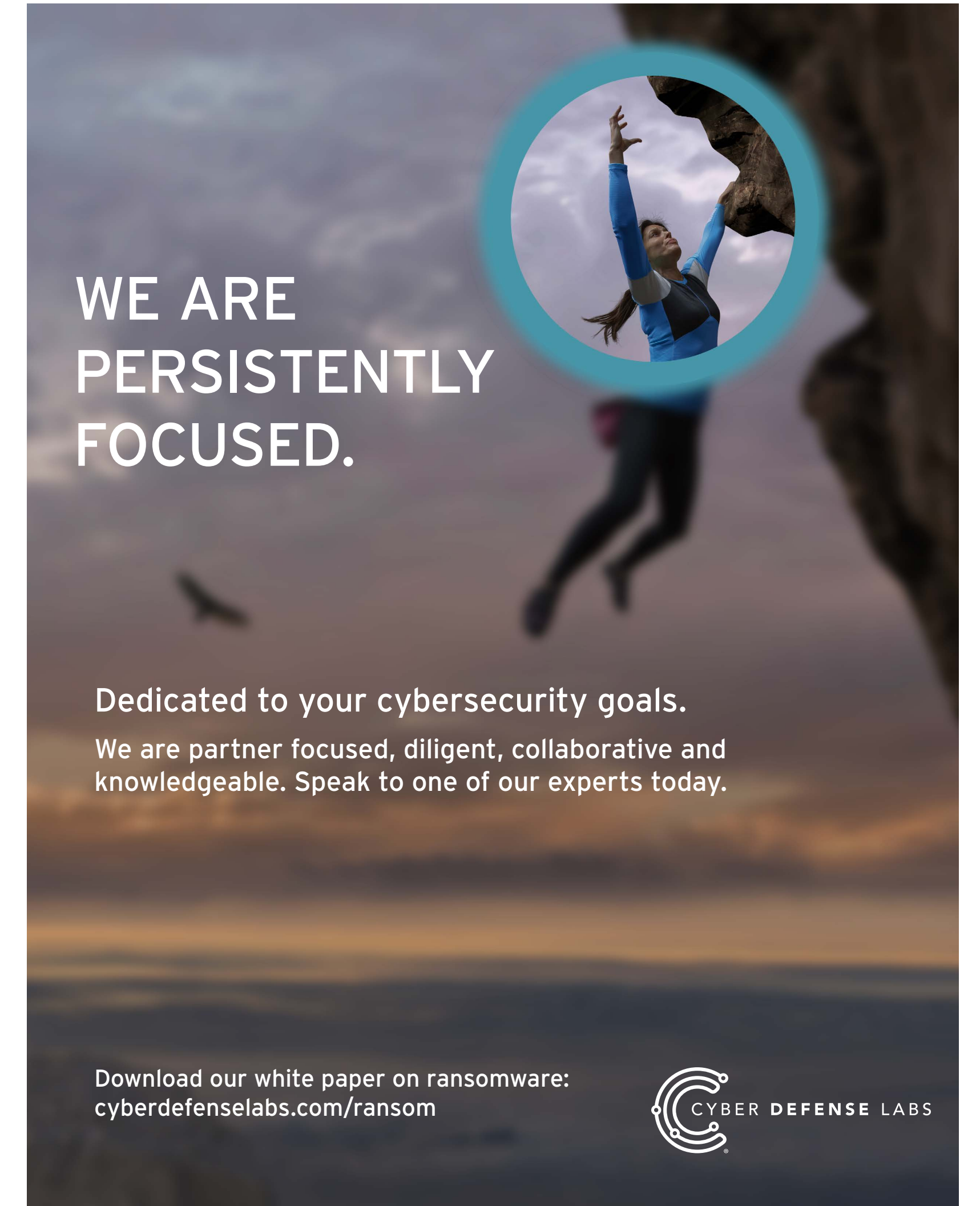
## Web banners



## Social media



## Single Print ad





## Possible Strategies:

### 1. Focus on our experts

- Copy speaks to who our focused experts are.
- Speak to what is our USP, our Unique Selling position:
- Name our associations with the FBI, Dept. of Homeland Security, law enforcement, etc. In other words, use all the credibility currently helping us successfully gain accounts by our C-suite.

### 2. Focus on services

- Copy speaks to what our experts are focused on.
- Could be any and all of our Advisory services and/or our managed services.

### 3. Focus on benefits

- Use statistics to show how Cyber Defense Labs has been successful in our space.
- The ideal would be to contrast our success vs. our competitors (the unnamed leading brand)
  - We have prevented X attacks for our clients
  - We provide comprehensive protection, rather than pieces
  - We have restored X data banks for our clients
  - We prevented \$X of ransomware ransoms