

GUARDIAN

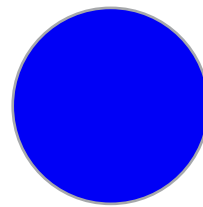
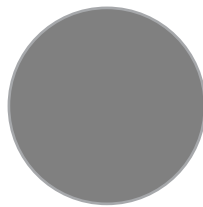
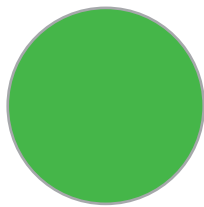
CONCEPT DIRECTION

Tone: Strong, confident, clear, protective, honest, warm, thoughtful.

Content: Personifies (metaphorically) the idea of a guardian, or protector. Someone who holds everything in and leads you out of despair and confusion. Who has your back. Who watches when you can't. Who works behind the scenes at all times.

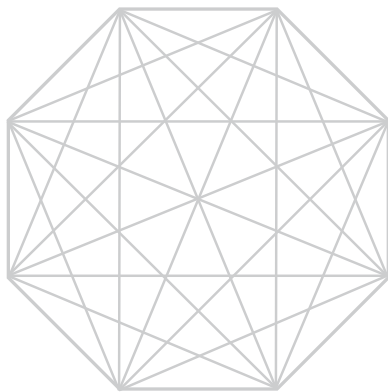
Message: Takes care of the unknown, the overwhelming, the clutter. Brings understanding and info to you, and keeps you safe.

PALETTE



LAYOUT DIRECTION

Graphics: Using the octagonal shape from the ADT logo as inspiration, this concept visually plays with the idea of an invisible shield that encompasses and protects. This design is simple and clean. There is a callout bar to highlight key points, as well as a large headline and photo to draw the reader in. The invisible shield will be present in photos, to illustrate how ADT protects small businesses.



CYBER PROTECTION NEWSLETTER

WHAT IS A DDoS ATTACK AND WHY SHOULD WE ALL BE CONCERNED?



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PROTECTING YOUR BUSINESS

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FOR MORE INFORMATION, VISIT US AT: ADT.COM/PROTECTINGYOURSMALLBIZ 

THIS COULD BE YOU

CONCEPT DIRECTION

Tone: Straightforward, clean, friendly but direct, confident, educational but not patronizing, professional, sophisticated, empathetic.

Content: Gets to the heart of the customer. He can see himself in a similar situation. Stirs up empathy and therefore, action. Communicates that protection is attainable.

Message: You could be in the same position. Protect yourself before it's too late.

PALETTE



LAYOUT DIRECTION

Graphics: Clean and simple. Direct. Content is the main focus. Uncomplicated imagery to give the reader a clear picture of the message. Real people in real business: chef, florist, restaurant owner. Large margins to avoid overcrowding. Important items are highlighted in a pop of ADT blue.



HIP TECHIE

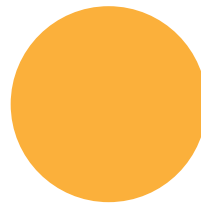
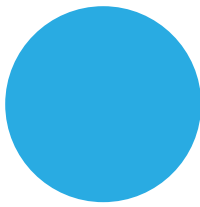
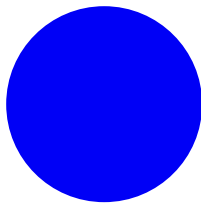
CONCEPT DIRECTION

Tone: Clean, cool, hip, edgy but sophisticated, approachable, fun, current.

Content: Plays with the idea of speaking with your cool techie friend. Conversational and casual. You want to be a part of this.

Message: We all want to know that smart, techie friend. He always knows what's up in the tech world. He brings us in and we become one with the tech crowd because we get it. And we can lead others to the same level of understanding.

PALETTE



LAYOUT DIRECTION

Graphics: Infographic feel. Layout carries the reader through the email. Info is presented in a strong, verticle hierarchy for easy skimming. Bold colors and simple graphics.

