



## **Trusted Mobility - From Data Center to Device - Establishing Juniper Networks as a Mobile Security Authority**

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Edelman and Juniper Networks, Jan 1,2013

**Summary:** 2013 Silver Anvil Award Winner — Reputation Management / Brand Management — Business — Companies With Sales of More than \$500 Million to \$10 Billion

Reversing a negative trend, Juniper Network's Trusted Mobility campaign stimulated a perception shift and broader awareness of Juniper's mobile security solutions and expertise. The campaign resulted in business opportunities with customer targets including service providers, new-media enterprises, and device manufacturers as well as new and extended industry partnerships. Juniper commanded news cycles, prompting the highest social media brand engagement levels ever and increasing its share of voice versus competitors for mobile security in traditional and social media. Ultimately, the Trusted Mobility campaign gave Juniper the foundation and support it needed to break through as a leading authority on mobile security.

Reputation management / brand management includes campaigns are designed to enhance, promote or improve the reputation of an organization with its publics or key elements of its publics, either proactively or in response to an issue, event or market occurrence.

### **Full Text: SITUATION ANALYSIS**

For Juniper Networks, building a reputation as a trusted mobile security authority was no small undertaking. The company faced three major challenges:

1. Despite significant investments in its security business, the company was losing market share and faced an uphill battle competing for mindshare with household security brands like Symantec and McAfee.
2. A significant language and business cultural gap existed between the security and the mobile industries with mobile and security issues discussed and managed separately. For example, the leading events on both topics – Mobile World Congress (MWC) and the RSA Conference – are held continents apart, with little historical overlap in focus.
3. Cyber-security risks to mobile phones and applications were fast-growing. The Ponemon Institute reported six out of 10 cyber-security breaches occurred due to a mobile device.

### **PROGRAM OBJECTIVES**

1. Elevate awareness of Juniper's vision for mobile security. and highlight its unique security solutions for mobile devices
2. Position Juniper as the conversation and thought leader in mobile security.
3. Make Juniper relevant to business and technology audiences.

### **RESEARCH**

Juniper and Edelman heavily leveraged research to develop key concepts and execute the campaign

- **Competitive research** conducted by Edelman via media audits, social conversation analysis, and analyst report reviews, identified a gap between the mobile and security industries. While mobile security was an emerging category, there was no market leader with a firm grasp on the convergence of both topics.
- **Edelman interviews and industry research** identified the confluence of two powerful trends: cloud and mobile computing. When combined and placed in people's hands, their power to improve productivity and pioneer new business models could be limitless. However, people have to believe in the benefits of technology before they embrace them. Understanding that societal trends inhibit mobile technology adoption created an opportunity to lead an industry conversation on building trusted mobile experiences.
- **Proprietary research conducted by Juniper's Mobile Threat Center (MTC)**, the largest study of its kind, identified a 155 percent increase in malware and 3,325 percent increase in Android malware aimed at smartphones. It also found a rise in attacks targeting government and company data. Together, these pose a threat to national and corporate security with wide-ranging implications for public safety and economic prosperity. This informed Juniper's content strategy, which ultimately focused on educating individuals, businesses and society about mobile threats and provided guidance on protection.

## TARGET AUDIENCE

Building trust in mobility necessitated a true industry-wide effort. To contribute to the success of this industry-wide endeavor, Juniper needed to targeted multiple business audiences and stakeholders:

- **IT professionals** responsible for providing safe access to content while protecting sensitive information.
- **Service providers** who increasingly look for security solutions for their customers.
- **Policy makers and government officials** responsible for fostering partnerships between the public and private sectors, calling for a greater focus on the issue of mobile security.

## STRATEGIES

With few companies prepared to lead the mobile security evolution and the Bring Your Own Device (BYOD) to work trend creating new security requirements, Juniper saw an opportunity to take bold action to inspire confidence and build trust in mobile experiences.

The campaign plan focused on three strategies:

- **Share Vision:** Define the mobile security issue, demonstrate the convergence of mobility and security, and establish Juniper's position as a mobile security pioneer.
- **Highlight Value:** Engage industry influencers in meaningful dialogue with shared and provocative insights.
- **Establish Leadership:** Build expert status and advance the mobile security conversation while being inclusive of others in the industry.

## EXECUTION

*Trusted Mobility*, Juniper's first global corporate communications-led thought leadership campaign. It was driven by key media moments over a sustained period of time. As opposed to the company's typical short-term approach to PR, Juniper executives sustained key campaign activities over seven months.

The campaign:

- Commenced with the delivery of a **proprietary mobile threat research report**, which set up the significant challenges the industry, consumers and businesses were facing in the area of mobile security.
- Introduced the concept of *Trusted Mobility* and ignited discussion via a Juniper CEO **keynote at MWC** and a **CNBC appearance**.
- **Bridged the mobile security gap**. Concurrent with MWC, Juniper addressed the mobile security challenge at the RSA Conference, bringing the two worlds with infographics placed exclusively with ReadWrite.
- Built momentum with an **international consumer research study rolled out in five regions** benchmarking consumer confidence in mobile experiences. Juniper presented results via digestible graphics through owned, earned and traditional media channels, localized in language for each market.
- **Convened industry luminaries** in partnership with Bloomberg to discuss steps to build trust in mobility. From AT&T to the Council on Foreign Relations, 25 executives responded to Juniper's call to action.
- Concluded with an **industry call to action** via a Juniper CEO OpEd placed in Forbes, which reinforced Juniper's perspective on the mobile security challenge and provided a detailed call to action for the groups responsible for building safer mobile experiences.

The campaign was a collaborative effort between Juniper Corporate Communications and Edelman that required working in lockstep with Juniper analyst relations, executive communications and the security business unit. The extended team included Edelman and freelance technical writers and graphic designers as well as Juniper executives in product and marketing who provided input on a master messaging document. Juniper's Mobile Threat Center team led the proprietary threat research and independent market research firm StrategyOne conducted the *Trusted Mobility* Index. For the *Trusted Mobility* forum in New York, Juniper partnered with Bloomberg Chief Content Officer Norm Pearlstine.

## RESULTS

### Objective 1: Elevate awareness of Juniper's vision and its security solutions:

- 500-plus features in WSJ, Financial Times and USA Today, among others. (Goal: 200 articles)
- Mobile security share of voice increased 5 percent in social media, moving Juniper from seventh to third in traditional media rankings. (Goal: 5 percent increase)
- 111 percent month-on-month increase in mentions of Juniper and mobility in social communities. (Goal: 50 percent increase)
- 103 percent increase month-on-month in online conversations for Juniper and mobile security. (Goal: 50 percent increase)
- Community engagement levels grew to 13.9 percent, Juniper's highest-ever levels. (Goal: 10 percent)
- New business partnerships with Google, Symantec and RIM.

### Objective 2: Position Juniper as the conversation and thought leader in mobile security:

- *Trusted Mobility* Forum facilitated C-level engagements with 25 industry leaders, customers and journalists.
- Executive platforms at MWC and RSA ignited global mobile security discussions.
- Media roundtables in four countries attended by nearly 50 reporters stimulated global trust in mobility discussions.

### Objective 3: Make Juniper relevant to core audiences:

- New business partnerships with customer targets including AT&T, Google, Symantec and RIM.
- Invitation to advise FCC chairman and Government Accountability Office (GAO) on mobile security.

- GAO inclusion of campaign data in report to Congress.

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