



Case Study – FireEye

Global security vendor engages CXO community

Situation

FireEye is the world’s fastest growing cyber security company. It delivers best-in-breed threat prevention solutions & intelligence to help organisations and governments defend against the new generation of cyber attacks.

Task

The FireEye team wanted to launch an executive communication programme that would engage and inform senior level security, IT and financial executives about cyber security trends, opinions and issues in a non-technical way. The programme would position FireEye as thought leaders in the cyber security space and boost the brand’s profile.

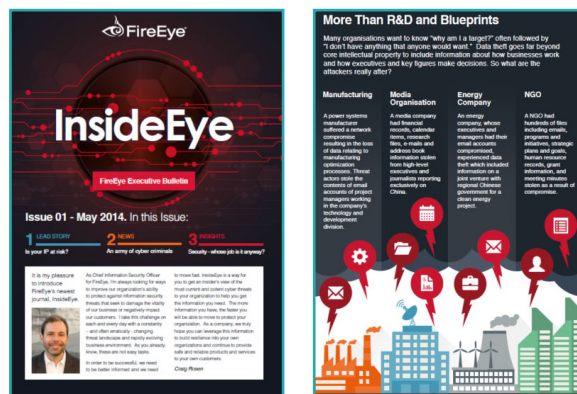
Action

Marketing Fusion offered the range of capabilities FireEye needed – including copy writing, design and, perhaps most importantly, programme management services to minimise impact on the stretched marketing resources. As part of the project we:

- Created and editorial calendar for the first year of publication.
- Co-ordinated briefings with in-house experts to draft and approve content.
- Managed the design, build, testing and delivery of the newsletter via the Campaign Monitor email marketing platform.

Results

Inside Eye – an executive communications programme that is being rolled out across Asia Pacific. Feedback has been overwhelmingly positive, and Inside Eye now plays a key role in FireEye’s ongoing CXO engagement strategy.



“We chose to work with Marketing Fusion because of their ability to manage a programme from end-to-end, contributing ideas, enthusiasm and experience from the outset, bringing the right team together and driving through to delivery and measurement. The Inside Eye executive communications programme has already proved successful and is now being further developed and extended to new territories.”

Gabrielle Cichero, APJ Marketing Director, FireEye