Company X Cybersecurity Campaign Creative Brief

# Background

One of Company X’s priorities in 2021 is to be viewed by healthcare customers as a strategic partner. Company X’s Cybersecurity offering is a pillar of this strategy.

To that end, Company X has a partnership with the XXX Clinic to leverage their standards and frameworks in cybersecurity. This value-added offering, the Company X Medical Device Security with Leading Healthcare Standards, enhances the lifecycle management of medical and facilities devices, reducing patient safety risks and ensuring higher accessibility and availability.

# 2021 Business Goals

* Cybersecurity OT Sales $xxx million
* New Cyber OT Customers 30
* Note: 120 new qualified opportunities are needed to meet the goal

# Campaign Objectives

The objectives for this campaign are to:

1. Generate 120 qualified opportunities
2. Increase awareness of Company X among CIOs and CISOs. This will be measured in terms of increased website traffic, social mentions and engagement by CIO and CISOs online and in-person

# Strategy

Company X will partner with a major media outlet to create a campaign targeting CIOs and CISOs at major healthcare providers.

The aim is to reach and engage prospects who are aware of the issues around OT but don’t know how to solve this issue.

It is anticipated that the campaign will include online advertising, sponsored content, possibly online events and other tactics that will engage these prospects.

# Target Audience

**Primary**

* CIOs of large healthcare organizations and IDNs
* CISOs of large healthcare organizations and IDNs
* Heads of HTM Departments of large healthcare organizations and IDNs

**Influencers**

* ServiceNow Owners
* CFOs (they are looking for ways to reduce costs)
* Clinical Engineers responsible for Cybersecurity issues
* Directors of IT
* Directors of IT Security

# What The Primary Audience Thinks Now

“We will get to the medical devices when we have figured out Ransomware”

# What Want Them To Think

“We have to make OT cybersecurity a priority. Company X seems to have a great solution. I like the way they think about this issue. And I really want to have what the Mayo Clinic has.”

# Messaging

Are you ready for the next big OT cybersecurity threat?

* Are your medical devices safe?
* Company X and the Mayo Clinic have done the work to get me started

# Why They Should Believe Us

* The strength of the Company X Cybersecurity solution
* Company X Medical Device Security with Leading Healthcare Standards (created with the Mayo Clinic)
* Company X’s impressive customer base validates its reputation
* Technology partnerships
* Relationships with major consultants (e.g. First Health Advisory)