

Congratulations to All the 2007 SAMMYS Finalists!

Commercial / Industrial Sales Brochure



WINNER!

GUARDIAN PROTECTION SYSTEMS, Warrendale, Pa.

The winning entry begins with a sturdy, pocketed folder with a faux sheet metal veneer, suggesting strength and stability. Inside, brochures for national accounts and commercial services utilize an array of photography to convey branding messages.



HSM ELECTRONIC PROTECTION SERVICES, Lisle, Ill.

The brochure's metallic gold cover is made of heavy, textured stock, which opens to reveal tightly worded messages that focus on "what matters" to the customer. Eye-catching, detailed photography is featured to introduce subject matter.



VISION SOUTHEAST, Birmingham, Ala.

Vision Southeast decided on a compact tri-fold brochure that could be customized depending on the client or potential client that would be looking at it. The brochure, with photography of client facilities, is fashioned with a pocket page for individual level pages.

Community Services Program



WINNER!

CORNERSTONE SECURITY GROUP, Wauwatosa, Wis.

Since founding his business in 2001, Gene Genal and his five employees have volunteered countless hours to pitch in on at least 35 Habitat for Humanity projects each year in Milwaukee.



24-7 SECURITY, Yonkers, N.Y.

Along with creating a successful food/toy drive for needy families in the Bronx area, 24-7 Security supports the Bronx Veterans Administration, Special Olympics and the Boys & Girls Club.



THE PROTECTION BUREAU, Exton, Pa.

The Protection Bureau hosted its own event to mark National Safety Awareness Day, which educated children on how to keep safe during the summer months. Other charitable involvement includes Habitat for Humanity projects.



SECURTEK, Yorkton, Saskatchewan, Canada

SecurTek's Pioneers Club is designed to strengthen communities and neighborhoods where its employees reside. The Pioneers serve as a tool for employees to link with organizations and participate in education, social, recreational and environmental programs.

Promotional Giveaway Item



WINNER!

MAXIM SECURITY, Palm Springs, Calif.

Maximum Security employs a marketing strategy that emphasizes the tag line, "When a ferocious watchdog isn't enough." Abby, an endearing English bulldog puppy, appears in most of the company's advertising, and now its promotional freebies, too.



AAA ALARM SYSTEMS,

Winnipeg, Manitoba, Canada

Capitalizing on the trend in wisecrack aphorisms printed on T-shirts, AAA Alarms entered the fray with "I stole this T-shirt from your house" — with the company branding discretely located on a sleeve.



ASG SECURITY,

Beltsville, Md.

A classic promotional freebie, a custom leather-bound portfolio was provided to VIP customers in 2006. The handy accoutrement includes inside compartments for business cards, credit cards, metallic pen and a notepad.



HSM ELECTRONIC PROTECTION SERVICES, Lisle, Ill.

HSM contracted with a children's book illustrator to create the charming scenes on its circus and barn animal promotion. The family-oriented tradeshow giveaway featured eight stuffed animals, each delivering its own marketing tagline.

Newspaper / Yellow-Page Ad



WINNER!

ALLSTATE SECURITY INDUSTRIES, Amarillo, Texas

Allstate invokes "80 years of continuous security service" to prove its protection mettle to clientele in the Panhandle area. A sample magazine ad shows a child sleeping peacefully and asks, "How important is your or your child's safety?"



BENSON SYSTEMS,

Gilbert, Ariz.

Benson utilizes its conceptual "Fire Protection Division" product collage in print ads, which also helped the company garner a SAMMY in the Vehicle Graphics Design category. The assemblage serves to draw people in to the advertisement.



HSM ELECTRONIC PROTECTION SERVICES, Lisle, Ill.

HSM's ad addresses residential system reactivations, featuring a vivid photograph of a mother and child moving into their new home.

Company Logo Design



WINNER!

THE PROTECTION BUREAU, Exton, Pa.

Infusing its logo with a “newer and fresher” appeal did not entail a total remake of The Protection Bureau branding. Instead, its traditional seven-point blue star logo with company namesake stays intact, while a new fiery radiance emanates from the background.



GUARDIAN PROTECTION SYSTEMS, Warrendale, Pa.

Webster’s definition of the word *guardian* is “one entrusted with the person or property of another.” Accordingly, *Guardian* is afforded ample display in the company’s logo, which is hued with easily identifiable purple and burgundy.



SECURITY MONSTER, Eugene, Ore.

An all-seeing eye fills the ‘o’ in Monster to emphasize the company’s CCTV surveillance and burglary expertise.

Vehicle Graphics Design



WINNER!

BENSON SYSTEMS, Gilbert, Ariz.

The company’s striking vehicle design is anchored by two strong visual elements: the corporate namesake logo and a conceptualized collage of products that depict the individual system divisions offered by the company.



AAA ALARM & SECURITY, Phoenix, Ariz.

AAA Alarm utilizes flashy contrast of white and yellow to draw in the eye-balls. From there, a hefty alarm keypad anchors the design with the read-out “System Armed; All Zones Secure.”



GUARDIAN PROTECTION SYSTEMS, Warrendale, Pa.

Guardian minds the five-word rule that applies to billboards in delivering messages distinct to its three business sectors — home security, home technologies and commercial.



LOUD SECURITY SYSTEMS, Kennesaw, Ga.

LOUD Security Systems’ rolling billboard — a 1939 International Harvester panel truck — is a big time head-turner, and not just for nostalgic car enthusiasts. The minimalist branding delivers the company motto, “Today’s technology; old fashioned service.”

Television / Radio Ad



WINNER!

BRINK'S HOME SECURITY, Irving, Texas

Brink’s television ad boosts credibility by telling a story of a potential home intrusion thwarted

by a Brink’s home alarm system. The ad also delivers special offers and the potential to save money on homeowner’s insurance.



BENSON SYSTEMS, Gilbert, Ariz.

With strong branding visual identity, Benson’s call-to-action television ad campaign targeted the

small business owner with a special offer for a CCTV system that included four cameras and a DVR.



GUARDIAN PROTECTION SYSTEMS, Warrendale, Pa.

Guardian’s two new radio ads recount true stories to educate listeners about the value of a home

security system. Enhanced with sound effects, one spot tells the story of a burglary in progress, and the other, imminent danger of house fire is avoided.



SECURTEK, Yorkton, Saskatchewan, Canada

SecurTek’s radio spots depict real-life scenarios, illustrating the attributes and benefits of

having a monitored security system. The commercials employ a consistent tag line so the listener is able to immediately recognize the SecurTek brand in markets served by the company.

Company Newsletter



WINNER!

AAA ALARM SYSTEMS, Winnipeg, Manitoba, Canada

The neatly formatted *The Guardian* newsletter delivers relevant issues to the Canadian alarm marketplace, plus serves as a sales channel. The newsy items are written in easy-to-understand terms, avoiding technical jargon.



DILLARD DOOR & SECURITY, Memphis, Tenn.

Security Sentinel delivers marketing content for the company’s various products and services. With an uncluttered layout, the newsletter is also used to highlight Dillard’s community service projects and customer and employee profiles.



VECTOR SECURITY, Warrendale, Pa.

Vector Views is a large-format publication that aims to meet the informational needs of the commercial loss prevention professional. Guest authors take part in the forum to express personal views on related subject matter and issues.

Overall Integrated Marketing Program



WINNER!

HSM ELECTRONIC PROTECTION SERVICES, Lisle, Ill.

Eschewing fear tactics as a means to motivate customers into purchasing security systems, HSM emphasizes "peace of mind" across an array of clean and easy-to-read marketing materials and promotional items.



ADS SECURITY, Nashville, Tenn.

New branding guidelines developed in 2006 were introduced into several new marketing items, including a general folder, easy-to-read division market sheets, customer welcome packet, newsletter and vehicle signage emphasizing family and life safety.



ASG SECURITY, Beltsville, Md.

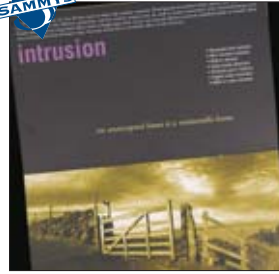
Whether for residential, small business or commercial/industrial market channels, all aspects of ASG's marketing campaign incorporate common themes, lively use of photography, bold color schemes and uncomplicated, easily to read content.



GUARDIAN PROTECTION SYSTEMS, Warrendale, Pa.

Guardian's marketing materials make use of an abundance of professional photography to convey peace of mind and to emphasize experience and expertise in the company's custom solutions.

Residential Sales Brochure



WINNER!

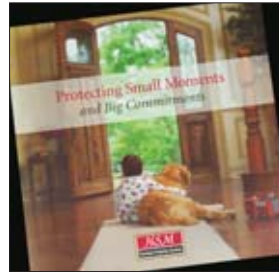
WATCHGUARD SECURITY SYSTEMS, Jackson, Wyo.

Watchguard's brochure features gorgeous photography of Jackson's natural landscape, while succinct messages reassure part-time residents their abodes are well protected while they are away.



GUARDIAN PROTECTION SYSTEMS, Warrendale, Pa.

This is an updated version of the lively 2006 SAMMY-winning residential brochure that takes into account product changes, plus it was enhanced with a UV-coated, pocketed cover for additional materials.



HSM ELECTRONIC PROTECTION SERVICES, Lisle, Ill.

With the slogan "protecting small moments and big commitments" echoing thematically throughout this tri-fold, HSM's full range of residential products and services are presented in a concise list format with a succinct description of each monitored service.

Web Site Design



WINNER!

SAFE SECURITY, San Ramon, Calif.

A complete Web site overhaul in 2006 emphasizes a new business model to aid in driving sales, along with incorporating a secure payment option for customers. A creative artist was integral to ensuring graphic and aesthetic appeal in the design.



BENSON SYSTEMS, Gilbert, Ariz.

Benson's newly upgraded Web site offers an easy-to-navigate layout, highlighting business divisions and service offerings. The site also allows customers to access their monitored account information online.



DOYLE SECURITY SYSTEMS, Rochester, N.Y.

A user-friendly design provides easy access to customer services such as consultation request, system activation, live online chat support and more. Simple

yet effective photography throughout the site reinforces the company's history as a family owned and operated firm since 1919.



Integrated Commercial/Industrial Installation of the Year



WINNER!

HSM ELECTRONIC PROTECTION SERVICES, Lisle, Ill.

A high-tech corporate and operations headquarters in Houston for a large beer distributor required extensive intrusion, CCTV and access control. The integrated intrusion solution also monitors the facility's

fire alarm system and several elevators.



EO INTEGRATED SYSTEMS, Washington, Mich.

A power transmission company in Michigan required perimeter intrusion detection with video verification and controlled access over a wide area network. Multiple unmanned sites across 13 counties are outfitted with day/night auto domes with in-

frared illuminators and interior photo beams to create an invisible fence and more.



JOHNSON CONTROLS, Hillside, Ill.

The Chicago Board of Options Exchange required an upgrade of an aging access control system, plus integration of a new badging identification system and credentialing system, security background check, biometric reader technology and turnstile control for the newly renovated lobby area.



Integrated Residential Installation of the Year



WINNER!

LIFE & PROPERTY SECURITY SYSTEMS, Knoxville, Tenn.

John Knox, owner of Life & Property Security Systems, built a 7,200-square-foot residence that also serves as a grand demonstration showroom for the home automation,

high-end entertainment and security solutions and services his company offers.



NORTRONICS, Fairview, N.J.

A fully integrated security system protecting a 1,594-unit complex includes IP-based access control and video with both head-ends connected to a state-of-the-art local area network. The video software contains a behavioral analysis function.