

Overall Integrated Marketing Program

WINNER!

HSM Electronic Protection Services, Jupiter, Fla.

HSM uses creative, original material to separate itself from the pack. Its marketing theme of “Protecting What’s Important to You” is effectively highlighted with supporting photos and text throughout its marketing campaign. Clean, easy-to-read materials create a very professional brand image.



Vector Security, Pittsburgh

When you see Vector's complete marketing package, it's unmistakably Vector. The dark blue and bright red colors of its logo are utilized throughout its materials. Each element is specific to the audience it's targeting, which always boosts marketing success.



ADT Security Services, Boca Raton, Fla.

ADT of Boca Raton, Fla., uses its materials to instill peace of mind. This company knows how to brand its products and services. Brands like Quiet Care and Companion Services are easy to remember and provide the prospect with a good deal of information about what they're purchasing.

