

# Maureen Smith



Key Project Examples and  
Methodologies



# Market Momentum Campaign

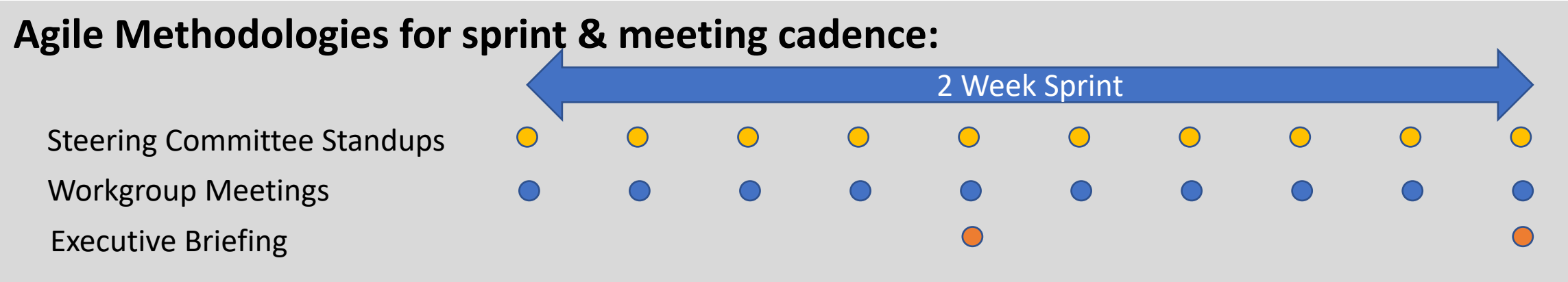


# Summary of Project Ask

- Go to market with a strong message about Symantec's leadership across the cybersecurity industry.
  - Plant a flag that Symantec is stronger than ever.
  - Instill confidence in our customers and partners that that we are past the previous issues and moving forward aggressively in the market.
  - Provide proof points that reinforce our strengths to both customers and the investment community.
- Lead with highly visible advertising and PR (earned media) program for Phase 1
  - Wall St. Journal and similar print advertising
  - Digital programs
- Execute in an extremely short time frame (6 weeks)

# Approach

## Agile Methodologies for sprint & meeting cadence:



## Established Workgroups & Approval chains:

**Messaging**

- CMO, VP Corp Marketing, PR, PR Agency
- Exec Approval: CEO, COO

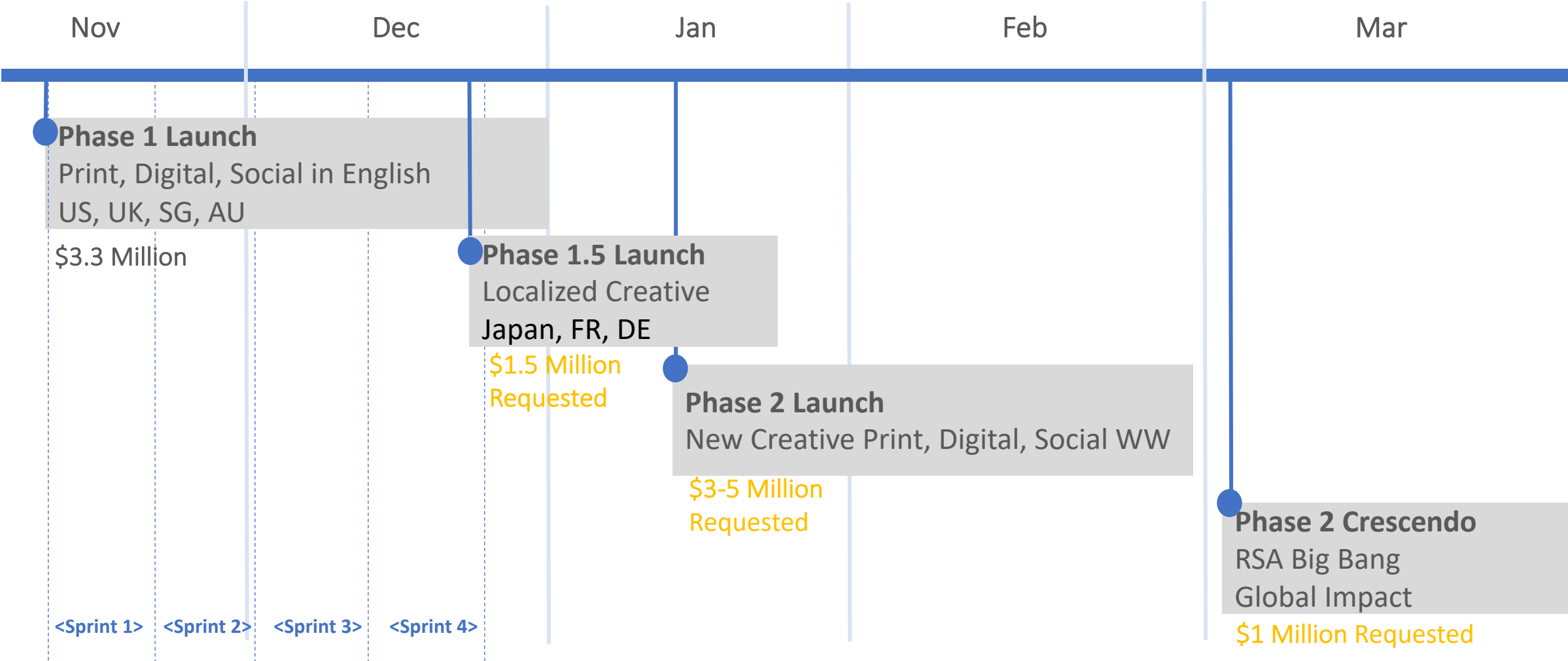
**Proof Points**

- VP Product Marketing, Legal, Sales, Sales Ops, Customer Marketing, Finance
- Exec Approval: CFO, COO

**Creative & Placement**

- Brand, Norton Brand, Digital Marketing, Agencies
- Exec Approval: CEO, CMO

# Market Momentum Program Timeline



# Tools

- Sharepoint Folders for program and each workgroup
- Daily Dashboard for Standups
- Executive Dashboard

Accomplishments				
<p>Messaging: Ad copy creation underway and getting refined</p> <p>Proof Points: Good progress on proof points with focus on competitive edge; finish short list today for final approval 10/26</p> <p>Creative: Under review. Final creative due 10/29 for print</p> <p>Advertising: Good/Better/Best plan being finalized for media buys</p>				
Key Decisions				
<ol style="list-style-type: none"> <li>Landing page for digital will be a thought leadership piece that is reflective of print ad – no lead gen</li> <li>Media buys for Phase 1 will focus on print &amp; digital in US, EU and AU markets</li> </ol>				
#	Issues / Risks	Mitigation	Owner	Date
1	Timeline is compressed; media vendors may need 5 days for placement from final creative	Daily meetings	Team	10/24
2	Need help on pushing SOW with DWA through to ensure media buys take place	↓		

Next Steps
<p>Media Plans approved – 10/26</p> <p>Finalize Proof Points – 10/26</p> <p>Review Final Creative Concepts – 10/26</p>

Schedule					
Milestone	Start Date	Estimated Completion	Assigned to	Status	Comments
Key Messaging	10/19/2018	10/23/2018	Ellen	Complete	Edelman to iterate on narrative/messaging and deliver to Ellen/Michael/Peggy/Justin for review on 10/19. Deliver update for Greg to review early next week 10/22 or 10/23
Legal Review of Key Messaging/Copy	10/22/2018	10/26/2018	Cindy, Eunice	In Progress	
PR Plan	10/22/2018	10/25/2018	Justin	In Progress	
Social Media Plan	10/19/2018	10/24/2018	AmyM	In Progress	
Social Media Budget	10/19/2018	10/24/2018	AmyM	In Progress	Edelman to connect with social and performance marketing teams to understand paid/social and targeting opportunities; Anticipating a budget between \$50 and 100K
Proof Points compiled	10/18/2018	10/25/2018	Amy	In Progress	
Proof Points selected and finalized	10/23/2018	10/25/2018	Bradon, Michael	In Progress	
Legal Review of Proof Points	10/23/2018	10/26/2018	Cindy	In Progress	
Messaging & Proof Points delivered to Diko	10/26/2018	10/26/2018	AmyJ	In Progress	
Creative Concept Available for Review	10/19/2018	10/24/2018	Gina	Complete	
Creative Concept Round Two	10/24/2018	10/25/2018	Gina	In Progress	
Media Specs Delivered to Diko	10/23/2018	10/24/2018	Rebecca	Complete	10/25 - still need some digital
Creative Available for Print (WSJ)	10/24/2018	10/26/2018	Gina	In Progress	
Creative Available for Digital	10/24/2018	10/29/2018	Gina	In Progress	
Budget Estimates available	10/19/2018	10/24/2018	Rebecca	In Progress	Early budget proposal available now for \$3, \$5, \$10M dependent on what team decides to do in terms of scope and timing
Media Budget Approval	10/22/2018	10/24/2018	Michael	In Progress	
Media Plan	10/30/2018	10/24/2018	Budget final approval	In Progress	
Advertising SOW in place	10/24/2018	10/25/2018		In Progress	
Insertion Orders Placed	10/29/2018	10/29/2018		Not Started	
WSJ Ad Run	11/2/2018	11/2/2018		Not Started	
Integrated Communications Strategy & Plan Developed	10/22/2018	10/26/2018	Justin, Saia/Edelma	Not Started	
Speaking Opportunities Identified	10/24/2018	10/26/2018	Peggy Bunker/Edel	Not Started	
Social Media Content Developed	10/29/2018	11/30/2018	Amy Marchandoi	Not Started	
Final Message Review and Media Training with Spokespe	10/29/2018	11/30/2018	Ellen Rosack/Edelm	Not Started	
Final Briefing Books Delivered	11/1/2018	10/31/2018	Peggy Bunker/Edel	Not Started	
Contributed Content Developed and Submitted	11/1/2018	11/30/2018	Justin Saia/Edelma	Not Started	
Press Interviews	11/1/2018	11/30/2018	Peggy Bunker/Edel	Not Started	
Proactive Media Outreach	11/2/2018	11/30/2018	Justin Saia/Edelma	Not Started	
Support earned media with paid	11/1/2018	11/30/2018	Amy Marchandoi	Not Started	

■ **On Target:** (Milestone on Track, Planning, Budget, and Resources identified)  
■ **At Risk:** (High-risk of missing milestone but action plan in  
■ **Delayed:** (Past-due milestone that  
■ **Complete:** (Milestone Complete)

# Market Momentum Dashboard Example

## Accomplishments

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## Key Decisions

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**On Target:**  
(Milestone on Track, Planning, Budget, and Resources identified)



**At Risk:**  
(High-risk of missing milestone but action plan in place)



**Delayed:**  
(Past-due milestone that is being tracked)



**Complete:**  
(Milestone Complete)



# Print & Digital Layouts

**Symantec.**  
The world's leading enterprise cyber security company.

## 7 minutes is all it took...

It's been reported that the NotPetya attack crippled one of the world's largest shipping companies in only 7 minutes, along with one of the largest pharmaceutical providers and thousands of others.

Prevention matters. Global cyberthreats have never been more aggressive. Everything is fair game: our personal privacy, our businesses, and even our elections.

A patchwork of stand-alone security products from multiple vendors is simply too expensive, too complex, and, even worse, it's proven to be ineffective.

Symantec is delivering a better way forward—Integrated Cyber Defense. An open platform that seamlessly integrates security solutions into a single framework across devices, networks, cloud, and datacenter infrastructure. Best-in-Class Threat Prevention—Detection—Incident Response—Managed Services delivered with lower cost of ownership and ease of use.

That's game-changing innovation from Symantec, the world's leading cyber security company. Enterprise grade security for the masses. Digital safety for all consumers.

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**142 Million**  
Threats Blocked Daily

**15 Global**  
Threat Response & Security Ops Centers

**86% Global 500**  
Protected by Symantec

**Uniquely Ranked as a Leader**  
In Endpoint Security, Secure Web Gateway, MSS, CASB and Data Loss Prevention by Top Tier Industry Analysts

**300,000 Businesses**  
Depend on Symantec for Protection

Cyber security, privacy, and identity protection are given rights, and today every individual and organization deserves a partner that can put the balance of power back in their hands. There has never been a more important time and Symantec is honored to be your trusted ally in this long-term fight. [symantec.com/cyber-security-ally](https://symantec.com/cyber-security-ally)

**Symantec.** The world's leading enterprise cyber security company. **Norton** by Symantec. The world's leading consumer cyber security brand. **LifeLock** Your ally in the fight against identity theft.

For more information and access please visit [go.symantec.com/distribution](https://go.symantec.com/distribution)

**Symantec.**  
The world's leading enterprise cyber security company.

## 150 and counting...

Symantec assists the world's law enforcement agencies to stop, track, and identify alleged cyber criminals.

Global cyber crime has carried very little risk to criminals until recently. Global law enforcement organizations and governments are prioritizing the difficult task of finding and bringing cyber criminals to justice. And as the world leader in cyber security, Symantec is proud to be helping.

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**Symantec**  
328,142 followers  
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## 150 arrests and counting...

**Symantec.**

27 Likes

Like Comment Share

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**Symantec.**

27 Likes

Like Comment Share

**2800+ Global Patents**  
Innovation is in Our DNA

**Symantec.** The world's leading enterprise cyber security company. [LEARN MORE](#)

**86% Global 500**  
Protected by Symantec

**Symantec.** The world's leading enterprise cyber security company. [LEARN MORE](#)

**300,000 Businesses**  
Depend on Symantec For Protection

**Symantec.** The world's leading enterprise cyber security company. [LEARN MORE](#)

**142 Million**  
Threats Blocked Daily

**Symantec.** The world's leading enterprise cyber security company. [LEARN MORE](#)

**5+ Billion**  
WannaCry Attacks Blocked to Date

**Symantec.** The world's leading enterprise cyber security company. [LEARN MORE](#)



# Momentum Rolling Thunder Snapshot

Week	Week 0 (11/2)	Week 1 (11/5)	Week 2 (11/12)	Week 3 (11/19, T-giving Week)	Week 4 (11/26)	Week 5 (12/3)
<b>Print Advertising</b> <i>(placement details on subsequent slides)</i>	NA	WSJ, FT, USA Today, NYT (Sunday), Straits Times, The Times (UK)	WSJ, FT, USA Today, Straits Times, The Times (UK), Australian FR	FT, The Times (UK), Australian FR, Straits Times (no U.S. due to Tgiving)	WSJ, FT, The Times (UK), Australian FR, Straits Times	NA
<b>Digital Advertising</b> <i>(placement details on subsequent slides)</i>	NA	*NYT (take overs) *WSJ/Tradedesk SC Magazine, Tech Target, Dark Reading, Wired, IDG Tech	WSJ/Tradedesk SC Mag, Tech Target, Dark Reading, Wired, IDG Tech	FT (take overs) Focus on intern'l; go dark in US due to Black Friday competition and cost	WSJ/Tradedesk SC Mag, Tech Target, Dark Reading, Wired, IDG Tech digital ads	WSJ/Tradedesk SC Mag, Tech Target, Dark Reading, Wired, IDG Tech
<b>Press Releases</b>	Earnings, Appthority, Javelin, Raising Digital Natives (AUS) Executive Comms Reaction statement (if needed)	*Gallmaker Attack *Bay Dynamics *My First Device (UAE, KSA, FR, UK) *Aspen Security Conference SF Potential Election Media	*STAR Emulator *AON Customer Announcement	*J.D. Falk Award from M3AAWG *SamSam Threat Group	*AON Customer Announcement *Lazarus STAR Update *Cyber Facts vs. Fiction	IoT/ICSP Product Announcement *SEP 15/Major Endpoint Innovations
<b>Blogs/Social</b>	*Election Security Update *Family Influencer Campaign (EMEA)	*Bay Dynamics *Splunk *Anomali *Family Infl. Campaign (EMEA)	*Greg Blog *SEP 15 Blogs *2019 Predictions *Family Infl. Campaign (EMEA)	*SEP 15 Blogs *Family Influencer Campaign (EMEA)	*Family Influencer Campaign (EMEA)	*Family Influencer Campaign (EMEA)
<b>Internal</b>	Conducting CEO/Customer calls for All Hands Video testimonials	*AD: All Employee email *SymInfo home page *All Hands highlight Customer Testimonial shoots	*SEP SymInfo story *Mgr talking points	NA	AON message w/ Voice of Customer	NA
<b>Analyst Relations</b>	Email & tweet Javelin & Appthority news	*Email & tweet Gallmaker, Bay Dynamics news *Ads included via briefings	*Email & tweet SEP 15 and STAR Emulator news	Email & tweet JD Falk Award news	*Email & tweet AON and Lazarus news	*Email & tweet IoT/ICSP news *Briefings on this announcement also
<b>Events &amp; Customer/Partner Programs</b>	NA	*Twin Cities DLP User Group 11/7 *Partner comms alerting to campaign *Suggested social posts	EMEA EPM User Group 11/14	NA	AWS Re:invent 11/26; Experience Center Grand Opening: 11/28; Pittsburgh Security User Group 11/29	SoCal DLP User Group 12/5; Bay Area Security User Group 12/6