

Reaching the Pinnacle of Brand Messaging

Winners of the 16th annual SAMMY Awards reaffirm how creative and cost-effective sales and marketing techniques power business success. Learn who won in each category and pick up great ideas for your own company.

By Rodney Bosch, Scott Goldfine and Ashley Willis | June 07, 2011



Marketing can be a many colored pursuit fraught with miscalculation, oversight and just plain ineffective messaging. Hit the mark, though, and it becomes all about winning and keeping customers.

To that end, each year SSI presents the SAMMY (Sales & Marketing) Awards. More than to honor excellence in sales, marketing and installations, the utmost intent is to provide the installing security contractor community a forum to share best practices in all forms of promotional pursuits.

Is your brand messaging in need of a boost? Feel as if your vehicle graphics design may be missing the mark? What types of interactive features make for a successful Web site? Searching for a cost-effective promotional giveaway item? How can you better engage your customers with a newsletter?

If you are seeking answers to these types of questions, where better to find the answers than from your industry brethren? The following profiles highlight recently announced winners of the 10 marketing categories from the 16th SAMMY Awards. There just might be an opportunity for you to incorporate some of these winning concepts into your own campaigns. And we welcome you entering the program next year to take a run at a SAMMY trophy!

SSI would like to thank program sponsors ADI, Fire-Lite, Honeywell Security, TRI-ED/Northern Video, Visonic, *Campus Safety* Magazine, Electronic Security Association (ESA), ISC Expo, LeadTracker, PSA Security Network, and for helping make the 2011 SAMMY Awards possible.



For companies thinking of recreating their logos, Protection 1 Chief Marketing and Customer Experience Officer Jamie Haenggi offers this advice: "Understand who or what you're trying to personify with your logo. Your brand and logo should reflect a personality. You want people to say, 'That company is so approachable.'"

Protection 1

Best Company Logo Design

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The No. '1' Rule of Rebranding

As it revamps its image, Romeoville, Ill.-based [Protection 1](#) has made a tiny, but significant, difference to its name. (Hint: "1" replaces "One"). So, what prompted the change?

"When the new management team came onboard June 4, 2010, we wanted to take a fresh look at Protection 1," says the company's [chief marketing and customer experience officer, Jamie Haenggi](#). "We decided that using '1' in our name would be important because it will guide everything that we do."

With the slight name change, it was necessary for the company to create a new logo, which helped [Protection 1 earn the Best Company Logo Design SAMMY Award](#).

Before designing the new logo, Protection 1 executives sent 8-foot X 8-foot boards to all of its 65 branches and asked its more than 2,500 employees to illustrate what they believed the company represented. After three weeks, the management team reviewed the feedback and began talks with its advertising agency, Z Graphics, to develop a new design.

Haenggi says there was some mixed feedback from employees about changing the name to Protection 1. However, once executives explained that using the "1" would help drive new initiatives, employees jumped onboard.

One of the new initiatives includes one-day service, which means the Protection 1 team will arrive at a customer's establishment on the same day the client calls for service. The "one ring, live person" program eliminates the use of an automated attendant; instead a customer call will be answered on the first ring by a live call center employee. Lastly, the company has launched a "one-touch" center to service all its national accounts.

The logo redesign has also prompted the company to revamp its sales support materials and Web site.

"We changed the URL to our site and gave it a facelift," says Haenggi. "In doing that, we had to make sure we had our 301 redirects in place, kind of like our forwarding address."

As it rolls out, customers are pleased with the new look, although Haenggi points out that most of the positive feedback is a result of Protection 1's service. "As great as our new logo is, a logo has never sold anything. It's all about the brand and the experience that our employees create."