Client: IBM

Needs: Innovative content aimed at tech security executives.

Solution: Development of 12 short stories that teach security lessons with a classic fairy tale twist. The series is titled "Securely Ever After."

Process: Assign one IBM security product to each fairy tale. Conference call with IBM team members to better understand each product and their target audience, and to define each story outline. Include appropriate SEO phrases for each product.

Results:

- Lessons in Security campaign:
  https://securityintelligence.com/series/lessons-in-security/