



experiential  
ideations

brand activations

▶ case study

## About Client



A market leader in digital security, Gemalto has a rich heritage, legacy of innovation and focus on continued growth. With two new enterprise security products launching and the need to engage B2B technology reseller partners differently, they needed a relevant experience to boost recognition.  
[www.gemalto.com](http://www.gemalto.com)

## Goals of Campaign

- Boost brand recognition and re-energize the brand to resellers
- Engage partners in a memorable way to deepen relationships

## Highlights

- Black Hat Convention exhibit created unique in-booth experience
- Mobile tour extended the experience in key markets: Atlanta, Boston, Chicago and Seattle

## Results

- Additional trade show booth traffic and engagements
- Positive engagement and feedback from attendees

# Multi-Level Security Breach

## Creative Alignment

Gemalto's go-to market messaging focuses on multi-layer cyber security solutions that are effective against data breaches. The brand experience stemmed from the heart of their brand into a tangible activity that communicated their messaging in a fun, interactive way.

## Reverse Escape Room Tour

What started as an in-booth experience at Black Hat Convention turned into a mobile tour with stops in Atlanta, Boston, Chicago and Seattle. The attendees were given a mission with three challenges:

1. Decode a secret message using an encrypted cipher to break a lock combination (*just as Gemalto's versatile data protection services ensure only an authorized audience can view sensitive information*)
2. Inspect the armored security vehicle with a black light (*just as Gemalto sheds light on the biggest security concerns IT professionals have*)
3. Solving a musical riddle with a cryptex to unlock the key to the back door (*just as Gemalto's solutions extend secure access to the cloud to overcome daily challenges*)



“This by far has been the coolest thing I've done here yet. That was truly fun and a bit of a challenge.”

// **Black Hat Attendee**

“We're not currently using Gemalto, but we are really interested in the possibilities.”

// **Atlanta Attendee**

## About dio

[diousa.com](http://diousa.com) // 888.852.9143

dio is an experiential marketing firm specializing in unique consumer engagements that build brand awareness, drive sales and create brand loyalty.



For more campaign information, please visit <http://diousa.com/work/gemalto/>.