



Identity Crisis / A Client Outgrows Its Branding

Sielox LLC is a leading provider of integrated access control and video surveillance solutions. Serving a variety of clients within a broad range of industry sectors, Sielox provides fully, integrated access control systems – entry- to enterprise-level – to meet the requirements of the complex and demanding environments facing today’s organizations. As their extensive product line continued to grow, Sielox needed a fresh brand identity to ensure that the perception of the company kept pace with its capabilities.



Previous Website

Many Projects, One Program

Eight Eleven customized a Managed Marketing Services program to meet Sielox’s branding and marketing objectives. By contracting Eight Eleven for Managed Marketing Services, Sielox was able to package its required items into one program. To be as budget-friendly as possible, the total cost for the program was then broken up into equal installments to be paid on a monthly basis over the program period.

The first step was to implement a more conceptual approach to their advertising. Sielox had not advertised in a trade publication in a number of years and the goal was to express the backwards compatibility of Sielox’s products – an important selling point as it allows their systems to be expanded upon rather completely revamped. Eight Eleven set out to create an ad concept that effectively conveyed this important characteristic through strong, clear messaging and compelling imagery and design.

Next, Eight Eleven looked to update the Sielox trade show booth. Sielox had purchased a larger space with a prominent tower in the center of their layout. Eight Eleven recommended using backlit conceptual images related to the security industry to outfit the tower.

The final and most important step was to redesign and redevelop the Sielox website. The goal was to organize the massive amounts of vendor materials into a more concise, easily navigated site that continued the new identity established in Sielox’s new marketing materials.



Updated Website

Services performed:

- Managed Marketing Service program
- Trade Ad
- Trade Show Booth
- Marketing Collateral, including brochure and data sheets
- Website Redesign

Accessing A Fitting Identity

The Eight Eleven creative team completely transformed the company’s brand identity. The existing Sielox Website and marketing collateral failed to communicate its innovative spirit and its position as an industry leader. The new brand identity developed by Eight Eleven gives a crisp, high-tech look to the company’s visuals, one that effectively represents the company’s



Security Management ad



○ Overview brochure cover

We are currently utilizing Eight Eleven's Managed Marketing Services to augment our marketing programs. Eight Eleven worked with us to develop integrated programs including a successful monthly email promotional campaign to our business partners, a dynamic web presence and new collateral materials to reposition the company. We have realized an 15% in sales to our business partners from our monthly campaigns.

– Karen Evans, President of Sielox LLC

technological capabilities and its position as a market leader. By incorporating the existing logo into the new brand identity, Eight Eleven assured that Sielox could effectively manage the transition of its collateral and Website without confusing or alienating its clients or partners.

Working with the new collateral theme, a design sheet layout was created containing dynamic lines and box shapes. The elements of the data sheet intersect and connect with one another in a fashion that represents the modularity of the firm's security systems.

The Sielox Website was redeveloped with a multi-tiered primary navigation to impose an intuitive structure for the wealth of information to be presented on the site. Multiple Flash pieces were used to reinforce key brand messaging and highlight the principal industries that Sielox serves.

Instant Impact and Continuing Communication

The rollout of the new identity was executed on a per project basis with an eye toward maximizing exposure. The ad premiered in the September 2008 issue of Security Management in advance of the ASIS International trade show where Sielox's newly designed booth was on display. The Website – www.sielox.com – and new corporate brochures were launched on April 1, 2009 to coincide with Sielox's exhibition at ISC West 2009.

As a key part of the Managed Marketing Services program, Eight Eleven conducts a monthly email campaign, announcing specials to Sielox's business partner network. The timely, relevant emails serve a dual purpose of keeping the company name in the forefront of their partner's minds and helping to maintain an accurate database.



○ Data sheet template

New Identity, More Success

The new Sielox brand identity and Website have received across-the-board positive feedback from its employees and partners. The Website's navigation has been greatly improved, allowing clients and partners to quickly find the information and resources they require. The Sielox sales team can now distribute marketing materials or direct prospects to the Website and feel confident that the impression made is positive.

The email campaign has proven to be a highly successful means for Sielox to regularly engage its partners. Sielox notices a spike in sales each month corresponding to the distribution of the promotional email.