



TAURUS
MARKETING



Taurus ranks among Zone Labs' top international PR teams

Zone Labs, a Check Point company, is the household name behind the award-winning ZoneAlarm products that protect millions of PC users around the globe from the threats of spyware, hackers, viruses, spam and more. Based in the US, Zone Labs' products are among the most successful and trusted Internet security products available worldwide.

Zone Labs appointed Taurus as its on-the-ground media team to raise the profile of its consumer products in the region. Selected for its proven expertise in delivering PR results for the IT industry, the Taurus informed approach delivers influential media coverage and keeps the Zone Labs name at the forefront of the industry in Australia.

"We've seen a significant increase in media coverage and, business wise, this definitely puts us front of mind with consumers."

Laura Yecies, General Manager,
Zone Labs, a Check Point Company

Communicating the Zone Labs message in Australia

Ally Zwahlen, International Public Relations Manager for Zone Labs explains from her San Francisco office, "We wanted to get the Zone Labs message out in the Australian region."

She adds, "I have absolute trust in Taurus' knowledge of the Australian media landscape. I can totally rely on them to take our message and make it resonate in the local market."

Taurus' media tour delivers stand out coverage

Zone Labs' General Manager Laura Yecies comments, "A major push for us now is to educate consumers about why ZoneAlarm is so essential for PC users on the Net."

To help achieve this Taurus organised a whirlwind Australian media tour for Laura Yecies and Ally Zwahlen. The two day schedule was action-packed with seven interviews lined up by the Taurus team with tier 1 media including The Sydney Morning Herald, PC User, PC Authority and ZDNet.

Laura states, "Taurus did an amazing job of setting up interviews that directly correlated to coverage. The ZDNet interview resulted in an excellent feature article discussing the importance of behavior based security systems."

"The outstanding coverage achieved by Taurus in Australia has been picked up in other regions so the impact was huge, and it has showed us all just what is possible."

Ally Zwahlen, International Public Relations Manager,
Zone Labs, a Check Point Company



A Check Point
COMPANY

Taurus' strategy positions Zone Labs as experts

Further strengthening media relations with the Zone Labs brand, Taurus hosted a night at the movies for IT journalists to see the Harrison Ford movie Firewall. This was a well received, fun event that engendered goodwill among journalists and editors.

Taurus thinks beyond PR

Ally observes, "Taurus looks outside the standard PR function to come up with marketing ideas that are measurable and compliment the strategic objectives. They have proposed creative tactics that go beyond traditional PR, such as covermount opportunities and promotional byline placements."

"Taurus looks at the whole spectrum of marketing across the business and comes up with ideas outside the usual PR boundaries. This added bonus demonstrates Taurus' breadth of experience."

Ally Zwahlen, International Public Relations Manager, Zone Labs, a Check Point Company

"I work with PR agencies internationally and the best are those that allow the client to feel they are thinking about your business all the time, and are always alert for ways to promote you – they never switch off. This is Taurus."

Ally Zwahlen, International Public Relations Manager, Zone Labs, a Check Point Company

What Taurus does for Zone Labs:

- Public Relations (PR) strategy
- Market trend spotting
- Proactive media relations
- Product launches
- Media tours
- Media events

Quality and communication drive the client-agency partnership

"Taurus is an excellent fit for us, both for the high quality of their work and the personality fit of our Account Manager and Account Executive", comments Ally.

Describing the long distance relationship she explains, "Good communication between agency and client is vital. We set aside time for a weekly phone call and then re-cap on anything via email. It's a great working relationship."

Smart Thinking... Exceptional Results

Taurus is one of Australia's fastest growing, privately owned, Marketing, Public Relations (PR) and Creative consultancies whose clients range from small-to-medium businesses to major ASX-listed corporations. Taurus offers unparalleled levels of personalised service with a practical, 'no bull' approach to executing integrated marketing communications for business to business markets. We warmly invite you to experience the Taurus way of doing business!



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