

# Branding & Marketing Services for Security Solutions Firm

## PROJECT DETAILS

📁 Web Development

📅 Jan. 2020 - Ongoing

🔒 Confidential

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## PROJECT SUMMARY

Plus972 provided branding and marketing services to a security firm. The vendor created flyers, marketing tools, a site, and a logo. The main idea is to allow its customers to view their services.

## PROJECT FEEDBACK

Plus972 was able to capture the company's mission and vision in all the materials they developed. It tremendously helped the client to approach prospective customers. Most of all, it made them stand out among the companies in their industry. The team is flexible, communicative, and open-minded.



## The Client

Please describe your company and your position there.

I am the founder and CEO of a company which provides services in the fields of security, training, consulting and logistics to high profile clients

## The Challenge

For what projects/services did your company hire Plus972, and what were your goals?

Our business relied mostly on word-to-mouth marketing due to the type of our services. With the intention to expand our operation we addressed Plus972 in order to develop website, logo, flyers and marketing tools in order to allow our potential clients to get more information about our services while keeping luxuries look and quality platform.

 **Shahar Or**  
Founder & CEO, 3SIXZERO Ltd.

 **Other industry**

 **1-10 Employees**

 **Israel**

### CLIENT RATING

**5.0**

Overall Score

Quality: 5.0

Schedule: 4.5

Cost: 5.0

Would Refer: 5.0



## The Approach

How did you select Plus972 and what were the deciding factors?

I was referred to Plus972 by others and after a short conversation with Reuben, I was impressed by his professional attitude and the detailed information he provided which carted a sense of trust and integrity.

Describe the scope of work in detail, including the project steps, key deliverables, and technologies used.

We had a preliminary conversation to describe the scope of the project and share my goals and expectations as well as the mentality and mindset of my business. Later we had a call with the design team to decide regarding the theme, I received a draft design of the website and flyers and we continued to communicate and implementing my comments and reviews to reach the perfect result.

How many people from the vendor's team worked with you, and what were their positions?

We had three main functions, Reuben as the owner and main point of reference. Anca and Cloe as the design specialists.

## The Outcome

Can you share any measurable outcomes of the project or general feedback about the deliverables?

I can defiantly determine that Plus972 allowed our company to have high-quality marketing tools with assisting us whenever we approach new clients. The design and content of the flyers and website sends the right message and put us at the top of our industry.





## Describe their project management style, including communication tools and timelines.

Plus972 was very flexible in our communication and we had used phone calls, emails, WhatsApp, and Zoom platforms. Their style is very open and personal and provides you with the confidence to address them with an idea or comment.

## What did you find most impressive or unique about this company?

I believe that personal touch makes the difference between Plus972 and similar companies. Their ability to understand your vision and make it a reality is very impressive.

## Are there any areas for improvement or something they could have done differently?

In the beginning, it took some time to get our work-frame to organize and fully understand the working process but after a short time, we were able to get in line.

