

An aerial photograph of a city skyline at sunset. The sky is filled with vibrant orange, pink, and purple clouds. In the foreground, a wide river flows through the city. A bridge with a tall, slender tower stands in the middle of the river. The city skyline is visible in the background, with several tall buildings. The overall scene is peaceful and scenic.

EXPEDIENT

TECHNOLOGY SOLUTIONS, LLC

By Dasha and Nyles

Brief

- Position Expedient as the leader in managed and co-managed IT services in the Dayton,OH region
- Expedient should be thought of as a go-to resource when considering how to keep my It systems protected
- Trust that Expedient is the most trusted resource in the region to help my organization adhere to the complex regulatory compliance standards mandated by governing bodies
- Prospective employees should think of Expedient as the more progressive IT services firm with the most desirable culture and the most opportunities for advancement
- Increase their clientele ~10%



Research

- Take pride in providing business leaders with a responsive and knowledgeable team that delivers the highest quality services for multiple clients
- We researched other regional similar companies
- Who is our target market and where can we interact with them



Audience

- C suite executives,
- IT managers & Team members looking for IT solutions providers
- Office managers with operational responsibilities
- IT team members who are looking for professional growth opportunities, budgeting costs

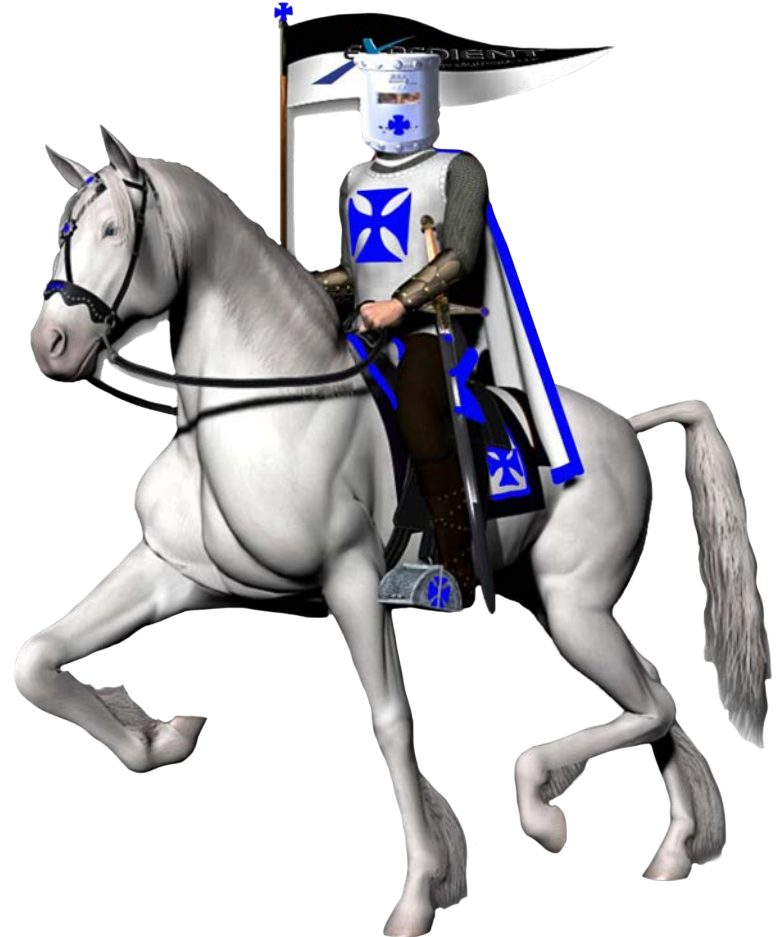


Character for expedient

The “White Knight” is a metaphor for Protection and Security:

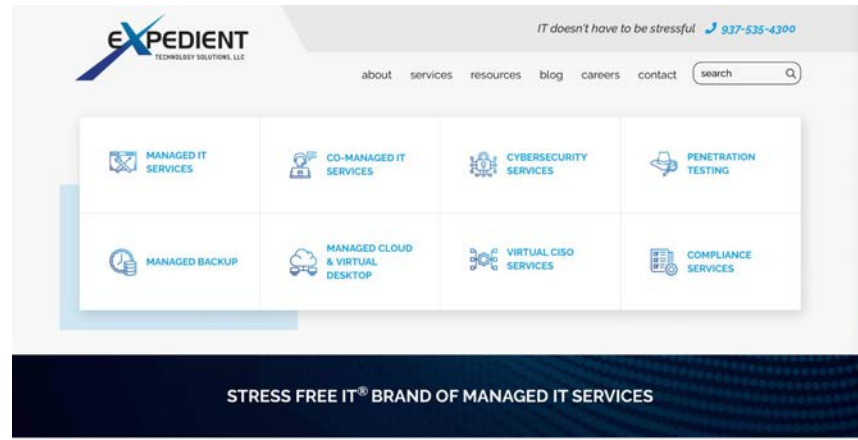
It shows that expedient is always ready to defend and protect when ready

- Also allows for a recruitment character.

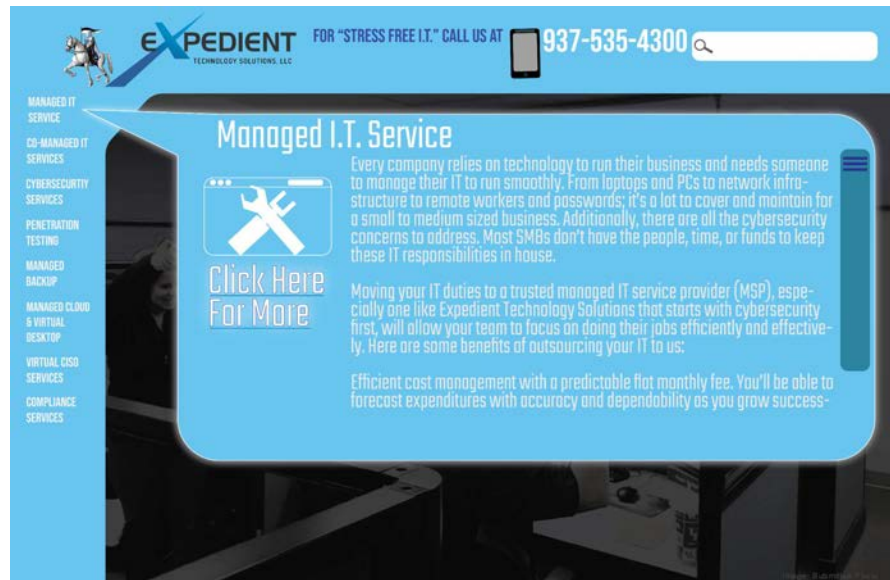


What's wrong with the Website?

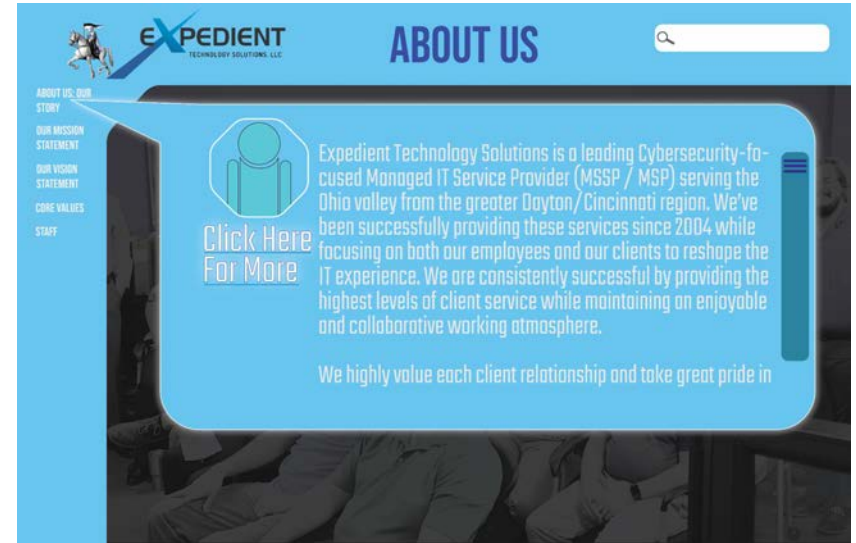
- The website does not show photos of people in the community who are part of this company
- Hard to understand the user part of the website
- This website is not human friendly and is very tech based
- There's no background information on the front page on what they provide
- Type is hard to read because of all caps
- Gradient applies all throughout the certain icons and text which is unlegible



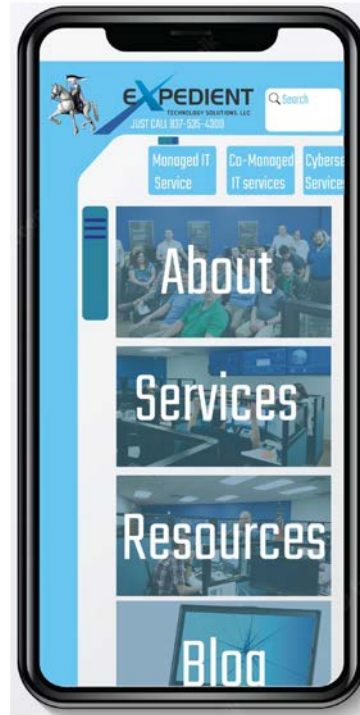
Website



Website



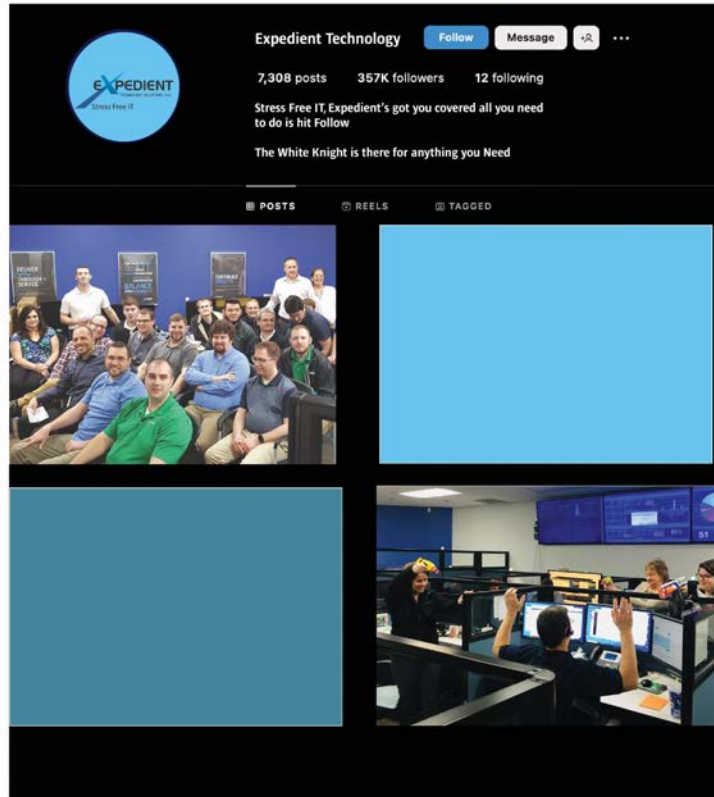
Website on a Mobile Phone



ROI: A cleaner, more interactive interface that still keeps the colors of the original. This will encourage more interactions with the clientele



Instagram



- It will start up the company w keeping up with updated posts that is more recent information



Audio commercial



Elle: “ Hey Mike don’t forget to instal the cyber security”

Mike: Oh don't worry, our Expedient White Knight has us.

(white knight walks by)

White Knight: “Don’t fret, thy has slain all those who oppose the kingdom on thy cyber space”

(Then he grabs a water cup and walks off)

Announcer: With Expedient technology solutions you can protect your companies digital assets, visit our website or call 937-535-4300 today.



Trade Show presentation



This is a mock up for the Ohio Educational Technology Conference or OETC. ROI: A showcase of the longevity and a great way to debut the white knight metaphor



Trade show physical items

Expedient Technology



**Join our crusade
against those who
oppose cybersecurity**

EXPEDIENT
TECHNOLOGY SOLUTIONS, LLC

About us:

Expedient Technology Solutions is a leading Cybersecurity-focused Managed IT Service Provider (MSSP / MSP) serving the Ohio valley from the greater Dayton/Cincinnati region. We've been successfully providing these services since 2004 while focusing on both our employees and our clients to reshape the IT experience. We are consistently successful by providing the highest levels of client service while maintaining an enjoyable and collaborative working atmosphere.

We highly value each client relationship and take great pride in providing business leaders with responsive and knowledgeable service, a strategic plan to utilize technology to enhance their organizations, and delivery of Stress Free IT®. Our distinctive service first company culture enables each team member to deliver the highest quality of service that we promise to every client.

Mission:

Reshape the experience for clients and team members.

Core Values:

- CONTINUED GROWTH
- HONEST COMMUNICATION
- DELIVER "WOW" THROUGH SERVICE
- HONOR YOUR COMMITMENTS
- RESPECT AND SERVE OTHERS
- BALANCE



EXPEDIENT
TECHNOLOGY SOLUTIONS, LLC
JUST CALL 937-595-4300

ROI: Physical items are a great way to make sure that the metaphor and message sticks with people. Take-home items also make for great publicity as unique items are better remembered than typical ones.



Billboard



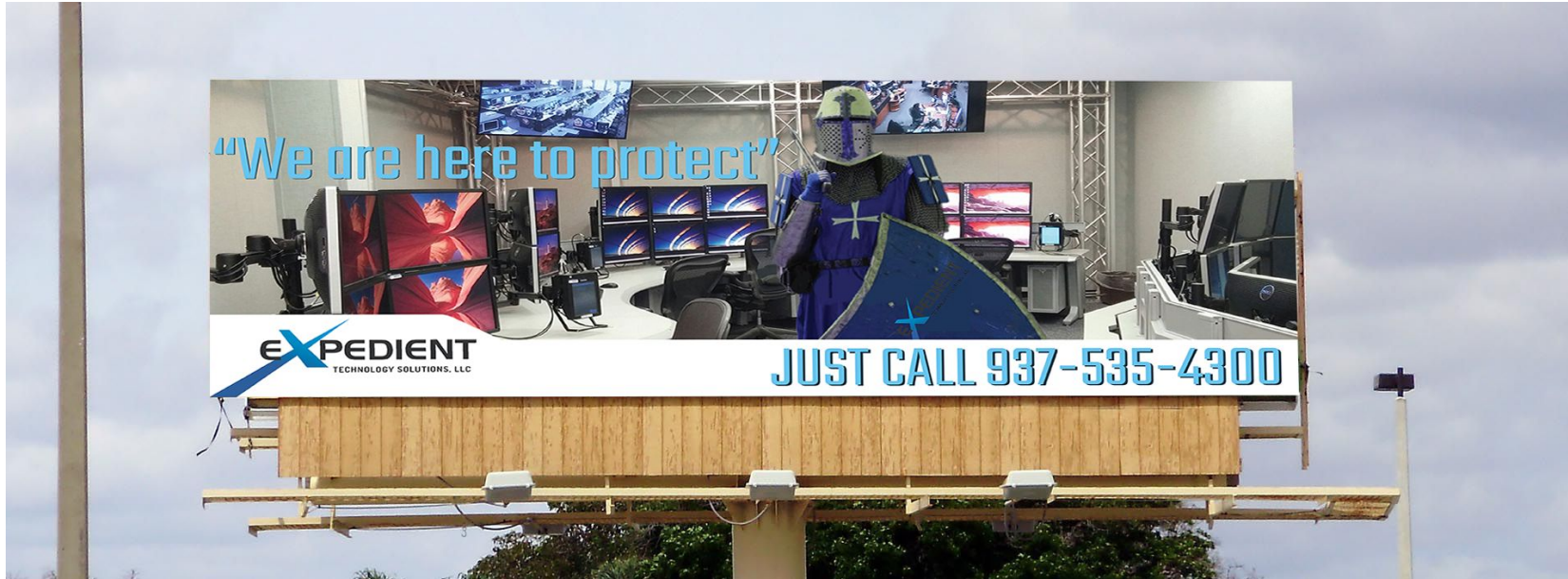
"We are here to protect"

EXPEDIENT
TECHNOLOGY SOLUTIONS, LLC

JUST CALL 937-535-4300



Billboard Mock up



ROI: A great and memorable way to have people remember the number and metaphor. Will reach people who drive to work.

Magazine Ads



Magazine Ads mockup



ROI: These are great to reach niche technology minded people like Pc enthusiast and a great recruiting tactics. Also places the name in front of new people that aren't necessarily interested in cybersecurity

Other advertisement



ROI: Other variations of Ads that still communicate the same "Protection and Security" Metaphor.



Other Advertisements cont:

ROI: Other variations of Ads that still communicate the same “Protection and Security” Metaphor.

Other formats like a clickable side banner ad and a clickable gif website.



Shirt Mockups

ROI: this could only be used for the trade show but this is a new redesign of a work polo. A sleek, “street wear” design approach while still having the white knight metaphor and naming on the shirt.



Conclusion

- White knight stands for protection and security, without understanding this the campaign will not be effective
- They will have more return on investments
- Including all of these mockups in the campaign are each important for this company to show more thought leaders
- Will show more 10% more leads a year

Budgeting and Hours

- Search engine boost
- Graphic designer for Website
- It will take over 10,000 to fit the whole budgeting in

