

Challenge In 1996 Finjan, Inc. pioneered the proactive secure content management space for small and mid-sized businesses. The company changed its strategy in 2005 to focus on offering protection against emerging Web security threats to the enterprise market via a unified secure Web gateway solution. Finjan needed a public relations partner that would help them with this transformation as it sought to create market awareness, drive product demand and establish itself as a leading authority in their new space.

Solution Finjan selected Activa Public Relations (Activa PR) for its deep knowledge and stellar track record in the Internet security industry, existing relationships with key media and analysts, and proven, results-driven public relations programs. Activa PR developed an aggressive and single-minded campaign to establish the little known company as the 'go-to' experts on malicious Internet threats. Parts of the plan included quarterly Internet security reports issued by Finjan to media, a hand-picked media and analyst tour, a proactive "tiger team" scanning for articles on Internet security issues and responding with spokespersons to address the news.

Benefits

- Increased brand awareness around the globe
- Deeper relationships with key media and analysts
- Thought leadership for Finjan, its executives and research center in the Web security and cyber-crime space

How does a relatively unknown company change its business strategy, become a respected thought leader in their new field and garner regular national press coverage?

The story

Finjan, Inc. was founded in 1996 as a provider of real-time secure content management solutions, but as the Web began playing a bigger role in the enterprise, Finjan changed its business strategy to address emerging Web security threats to the mid and large enterprise market. Already a pioneer in the proactive detection of security threats, Finjan was early to market with its unique ability to protect against threats coming from the Web. At the time, there was little awareness of the dangers lurking behind "seemingly safe" Web sites. Adult, casino and shopping sites appeared to be the top danger zones on the Web, when, in reality, reputable, well-known sites were serving up the most malicious code.

By 2006, expansion of Web 2.0 technologies like Facebook offered new threats for businesses and consumers, but the most worrying and dramatic growth came through the automation of malware, and new businesses creating it; hackers were now surpassing drug lords in earned income. Finjan was uniquely positioned to address this new reality and it needed the right PR partner to help get its message out.

The challenges

Finjan was not the only company to deliver unified Web security. The Internet security market is one of the most crowded in the technology sector, with more newcomers every week. The shift to Web 2.0 meant an escalation of threats and attacks, which, in turn, drove exponential rapid expansion in the security market. Finjan had to position itself—and quickly—in order to thrive. The company's Malicious Code Resource Center (MCRC) began issuing quarterly Web security trends reports—making Finjan one of the first companies to provide concrete time-sensitive malicious threat information to media, government agencies and businesses, but other, bigger players such as Websense, McAfee, and Symantec also started issuing their own reports and Finjan needed a unique angle so their findings and perspective would not get lost in the crowd.

That's where Activa PR came in. Because of the firm's deep knowledge of the security space, Finjan turned to Activa for help with their repositioning and thought-leadership strategy. Activa's security practice team has worked with companies in nearly every aspect of the business, including intrusion detection systems, managed security services, firewalls, anti-virus software, secure messaging, digital identity, encryption, Web security, security risk management software, spyware solutions, and regulatory compliance.

"Thanks to our outstanding partnership with Activa PR, Finjan gained tremendous recognition and received excellent coverage that consistently placed us in the headlines of the most prestigious publications. The hard work of the Activa team helped to dramatically boost our brand recognition, and Finjan's messages were articulated in relevant, interesting ways that helped us become a well-known security vendor across the globe. I would highly recommend their work to any company."

Yuval Ben-Itzhak
CTO, Finjan, Inc.



The strategy

Activa PR began an analyst and media relations campaign, using the firm's longstanding relationships with key media and analysts and its understanding of Finjan's business to help position Finjan executives as visionary thinkers in the Web security market and heighten brand awareness of Finjan's repositioning as a unified secure Web gateway company.

"Part of the recipe for success for Finjan—or any client—involves the deployment of an aggressive communications strategy," says Marina Greenwood, a principal at Activa PR. "Our security practice brings more than 100 years of collective experience to the table and most of our team members have—at some point in their careers—worked in the journalism trenches as producers, news reporters, and writers, so we know what it takes to get a company noticed."

Working, in effect, as an extension of Finjan's corporate marketing team, Activa managed media and analyst relations while also implementing reviews, awards, and speaker programs that helped deliver messages that quickly resonated with the press, leading research firms, and Finjan prospects.

Activa also built in a "rapid response" campaign, where, every day, the Activa team read hundreds of news stories about critical security issues in trade and mainstream press. Then they would proactively pitch journalists with Finjan's timely and relevant response, always keeping the company in the minds of the public and the press.

In addition, when Finjan's MCRC released its quarterly findings, Activa PR did not simply push a press release across the wire. Instead, the firm analyzed all the information and looked for the hard news angle and went after top media targets. Activa pitched stories to both trade and mainstream press to help position Finjan as a recognized leader in the detection of dangerous vulnerabilities that could be exploited by hackers for malicious attacks and financial gain.

The benefits and results

In just a short while, the media started asking for Finjan's quarterly threat reports because the information was invaluable for identifying emerging trends, ascertaining how these issues were affecting businesses around the world, and proposing potential solutions. This information helped to position Finjan and its executives as experts on cyber crime and Web security, and Finjan received consistent media coverage in leading outlets ranging from USA Today to ABC News to the New York Times to a wide range of industry-specific press. Reporters also turned to Finjan for insight and commentary on security events as they occurred and appreciated the quick response that Finjan and Activa PR provided them. Ongoing editorial, product reviews and industry awards continuously validated Finjan's strong technology and credibility in the market.

Finjan's solid positioning, market information and response to media all combined to create and build Finjan's brand in the market and reputation with editors, analysts and customers around the world. In November 2009, Finjan was acquired by M86 Security and the new company represents one of the strongest competitors in the security market today, combining enterprise-class secure Web gateway, and secure Web and e-mail offerings.

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