

## Allasso

Europe’s leading distributor of IT security products and services

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With the massive growth of the internet and e-commerce processes, network security is always a hot issue. Solution resellers want more than a product vendor, they need a technology-savvy, supportive partner. Allasso is such an enterprise.

We were asked to look at repositioning the company and to communicate to new resellers the benefits that Allasso’s existing 2,000 resellers get from their partnership with the business.

Our creative strategy was to powerfully convey the company’s commitment to partnership and to link this message visually to the company’s logo.

This technique was used across a range of media including print, sales presentations and exhibition graphics.

