

New global agency network offers end-to-end security PR specialists

A new global agency network, Code Red, offers end-to-end security PR specialists...



Diane Canham

Developed to offer security vendors looking to build a profile in the competitive security marketplace the opportunity to work with security PR specialists globally, each member agency has been handpicked for its in-depth experience in the IT security marketplace.

The Code Red network includes UK, France, DACH and Nordic regions, Spain, Italy, the Middle East, Africa and the US. Its aim is to simplify the task of marketing and corporate communications executives at security vendors to find and manage specialist agencies to develop and execute multi-country PR campaigns that can be coordinated centrally or on a country-by-country basis.

The network was founded by UK IT security specialist agency, éclat Marketing to fill the gap between large multi-national agency conglomerates and small independent boutique agencies. Code Red founder Dianne Canham comments, "The security market is currently attracting massive security investments on an unprecedented scale and spawning a new wave of innovative security start-ups and IPOs. Businesses are becoming increasingly aware of the importance of investing in the appropriate defences against data breaches and malware and are looking for technology to help mitigate the shortage of security skills and tackle new threat vectors posed by mobile devices, the cloud and now the Internet of Things.

"Currently CMOs at security vendors are forced to choose between global reach or security specialisation in selecting their PR partners. Now there is a viable alternative that allows them to work with a global network of experienced security PR professionals."

For more information, go to <http://codedredsecuritypr.com>.

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