

1/2 The IT-Club'S Security Guard

The Router's tasks are quite comparable to those of a doorman - entry control, securing the safety around and within the place, staying cool and calm regardless of the hectic around him . Well, yes, smartness should be evident, too.



Don't worry about the crowds. Don't worry about The Cloud. With us it is safe and fun to

OPEN YOUR 'IT'-CLUB

We will provide you with the first security guard whose name is at least as much worth knowing as the name of the manager.

ISR G2
Your Router.

Solution

It-Girl, It-Bags - There are many things next to IT that are it.

So why not use this? Just to make the products much more lively than it is said to be. Indeed, it is "just" a machine. And probably of very low interest (except amongst the target group maybe, but even there it might be seen unemotionally as a necessity).

Hence we wanted to put some emotions to it. Positive emotions. Enjoying life safely is of high interest.

What's more:
You could create a whole "IT-WORLD" around the "IT-CLUB". This analogy stand out of the very technically based (and easily exchangeable) communication within in this field - and so does the communication which may well lead to the perception that CISCO products are the ones that are outstanding, too. -> And this must

2/2

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Creative's profile



Graf_Berge_von_Text PRO
Konzeptioner / Werbetexter

Creative's top 5 skills

Copy Writing