



Very Clever

Local ad firms and their
unique ad campaigns

Off Madison Ave VIACK Ad Campaign

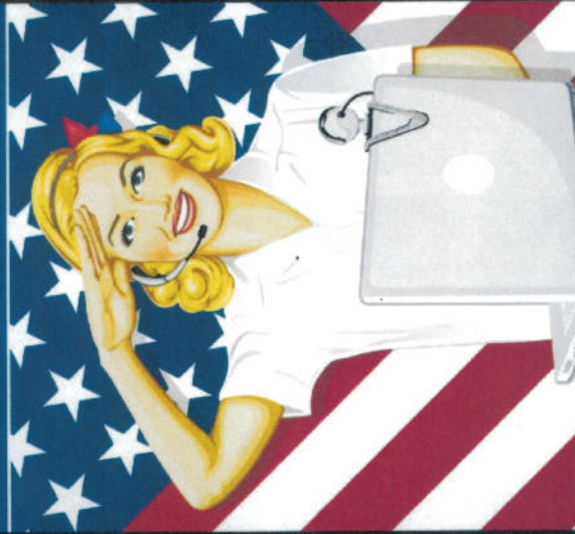
Off Madison Ave created a unique "throwback" ad campaign for its client, VIACK, a communications software company, that was targeted at government agencies in Washington, D.C. VIACK wanted to increase sales of its VIA3 software, which provides secure video and audio communications.

The firm planned an integrated marketing campaign that reflected a strong sense of patriotism by incorporating ads from the World War II era. The nostalgic ads borrowed from the public service campaigns surrounding the importance of being safe and secure, while supporting your country during an armed conflict. The key messages of the campaign conveyed how critical it is to protect sensitive information while engaging in secure communications.

The ads ran in subways, at bus terminals near government agencies and in military magazines. Each was well received, generating nearly 1,500 more sales leads than the client's goal. The campaign positioned VIACK as an industry-leading company that supported government agencies' need for completely secure communication over the Web.

www.offmadisonave.com

BE STRONG. BE PROUD. BE SECURE!



"Collaborate safely with VIA3 secure communications software!"

www.viack.com/usa



VIACK
CORPORATION