



Branding and Design

Advertising

Following a successful re-brand for Xinetica, Anderson Baillie devised a series of corporate adverts to launch the Xiscan product into the security market.

The design of an integrated advertising campaign to promote Xiscan was part of the ongoing marketing communications programme for Xinetica. The “Protection Without Compromise” campaign was an integral part of the branding process, promoting the Xiscan Internet security software whilst remaining within the corporate brand umbrella. The Xiscan advertising campaign continues to be a success and has given Xinetica a lead in the e-commerce security software market.

Integrated Marketing Communications

Following a full business growth audit and brand roll out, Xiscan was launched via corporate advertising into security press.

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