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## Case Study: DoD POSTER SERIES

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### Challenge

Employees and partners of the Department of Defense need to exercise excellent security practices -- many of which are presented during orientation and the introduction to the respective government organization(s) that they serve. However, the need to remind and perpetuate security awareness is a necessity across the sector. The problem rests, in part, with the labor-intensive effort that it takes to meet with employees and contractors frequently to convey the proper "re-awareness" of the concepts at hand.

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### Solution

ADG produced a series of "mini-billboard/posters" throughout every facility that are clever, attractive, and memorable with a message that ties directly to security considerations. The pieces target a specific security practice, and are rotated every 4–6 weeks so that the message does not become stale. The posters are placed in strategic public locations so that the populous at large cannot avoid the message. The execution of the posters captures the viewer's attention so the objectives are clearly communicated.

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### Result

The security posters are shipped worldwide and receive the highest form of flattery—they are stolen from the hallways in which they are displayed. Because the posters are attractive and serve the intended purpose, many desire to keep them within their own offices or at their desks. Additionally, what started as "just posters" has spawned a campaign approach that uses the poster concepts in other print collateral vehicles that explain the concepts and procedures in greater detail, and may, in the future, be produced as micro-sites for web delivery.