



## Case Study

### Surefire Security Group

Formerly 'North East Security Group'

## Brand transition: More than a design service



Newly named Surefire Security Group is emerging as an industry leader in the provision of manpower security services including guards and patrols. Since purchasing the manpower division of North East Security Wangaratta in 2016, business owner Jason Dawson now employs over 50 staff members throughout Victoria.

Initially operating the newly acquired business as North East Security Group, Jason's goal was to clearly identify the business products and services whilst retaining a long-held reputation that had been established in the market over the past 45 years.

Now as the business continues to grow outside of North East Victoria the vision for the future has changed and the goal to become a nationally recognised brand, that services industries Australia wide is beginning to take shape.

"In the time I have worked with Fiona I have always valued her ability to be able to learn about our business and the outcomes we are trying to achieve, enabling us to meet our expectations for branding, website and online presence. I appreciate her business knowledge and the ability to have face to face interaction when evaluating changes and future directions.

Most beneficial is the confidence to allocate the responsibility of brand implementation to a skilled professional that listens to feedback. WWWART are more than a design service, they are professionals who develop strong branding and a robust online presence."

Jason Dawson • Surefire Security Group

### The Challenge

Having previously owned and operated a range of different businesses over the past 20 years Jason is highly aware of the value and importance of a brand identity. One of the difficulties encountered early on was the confusion between North East Security, offering alarm and technology services and the newly established North East Security Group offering manpower services. There was also a customer perception that all security companies are the same. We needed to build brand clarity around North East Security Group and the services being offered.

### The Approach

Having partnered with Jason previously to build the brand identity of another business, established the trust needed to openly work through the problems being encountered.

Firstly, we needed to create a clear distinction between the two businesses but not lose the identity of the original brand.



## What We Did

To do this we took the original North East Security logo and worked on what we call a brand shift, developing three new logo concepts based on the original logo. Once the new logo was established, we went to work on marketing material and the implementation of branding elements that would be used across all printed and online assets.

On completion of the website we monitored Google search results and other online assets like Google My Business. Most recently at an annual review we discussed the business direction, goals for the future and how we would deploy the name change and a rebrand to Surefire Security Group.

## Working With Us

When asked recently why he chooses to work with WWWART, Jason remarked on our ability to have open discussion about his ideas and how we develop assets that align with his business goals and future vision. He said, "I value your understanding of business outcomes, personal service and the ongoing feedback you provide throughout the process."



## The Results

"Without a doubt the branding has increased credibility, confidence and created a professional image. The website answers many questions and sets the foundation for further conversation, meaning less time spent on explaining our services and how we do business."

Professionally branded vehicles, uniforms, stationery and online content have secured a positive first impression for potential clients and staff.

Business growth has been significant in the past 3 years, the implementation, consistency and deployment of the brand has been vital to the business success."

**Jason Dawson** • Surefire Security Group



## ✓ Return on Investment

Through analysis of customer feedback 25% of business growth can be attributed to the improvement and consistency of branding and online presence when the business was acquired and rebranded North East Security Group in 2016.

