



BlueOcean & Fortinet

Content Workshop: 05/26/2023 - 08/08/2023

Competitive Set: Crowdstrike| Cisco Secure | Zscaler| Microsoft Security | Palo Alto Networks | Checkpoint Software Technologies

“Research from Les Binet and Peter Field for the B2B Institute shows that B2B strategies that appeal to emotions are actually

7x more effective

at driving long-term sales, profits and revenue than rational messaging.”

Fortinet Focus:

- More data driven decisions
- Gain market share from PAN
- Drive more awareness for enterprise offerings.
- Quantify and track brand

Fortinet

Key Brand Goals:

Align with BlueOcean Content Data

Measure Inside Brand Navigator: Observed and Longitudinal

- Quickly identify insights that call for deeper investigation
- Provides a single competitive view of leading indicators for brand performance
- Based on observed longitudinal data “in the wild”
- Contextual vs Competitor Cohort

Measure Outside of Brand Navigator:

- Brand Studies - validation of complex topics, qualitative surveys
- POS Solutions
- First Party Data

“Companies and brands win our affiliation and loyalty, just as real people do, by worthy intentions and capability through warmth and competence.”

- Chris Malone & Susan Fiske

[The Human Brand: Speed Summary](#)

Quick Poll: Which of these brands exude warmth?

Perceived warmth traits include: warm, friendly, likeable, trustworthy, honest, and sincere.



Mercedes-Benz



Quick Poll:

Which of these brands exude competence?

Perceived competence traits include: capable, intelligent, and skilled.



FORTINET



UNITED STATES
POSTAL SERVICE



Mercedes-Benz



zscaler™

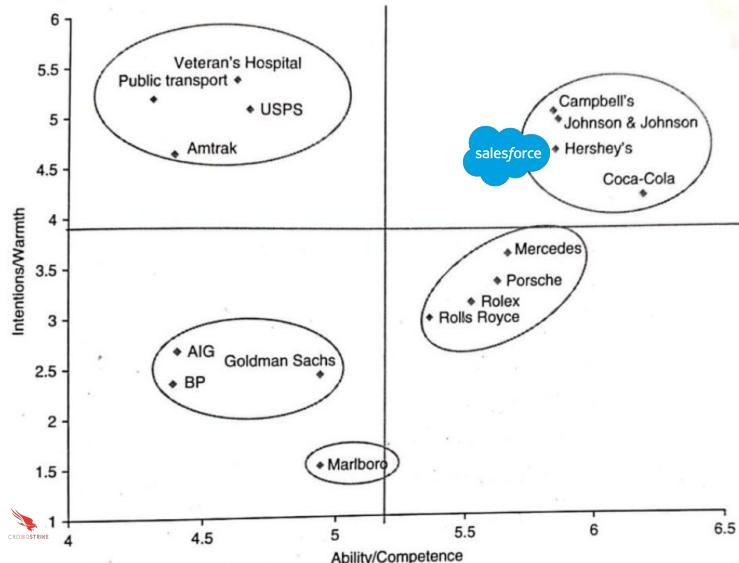


Coca-Cola

Which brand in your cohort exudes the best mix of warmth and competence?

Brands and people that exude both warmth and competence (with warmth outweighing competence) generate more long-term loyalty.

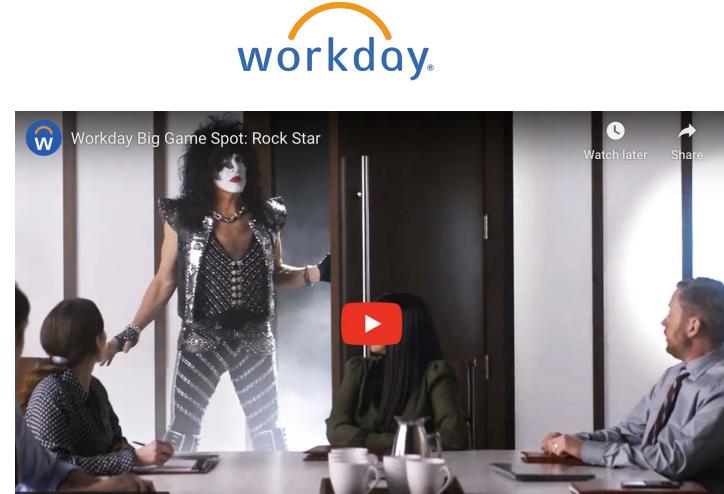
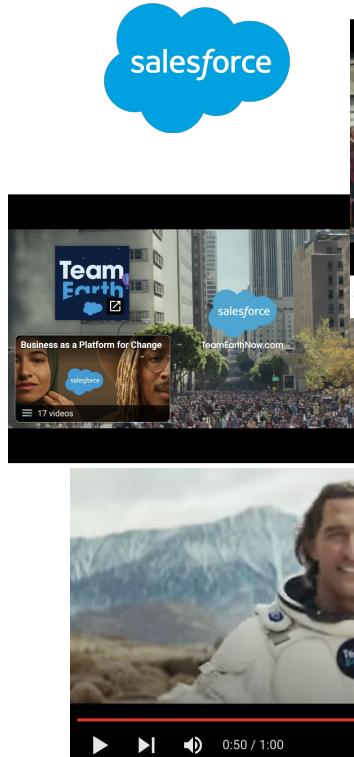
Figure 1.3. Brand Warmth-and-Competence Matrix



Source: Adapted from "Brands as intentional agents framework," Kervyn, Fiske, & Malone, *Journal of Consumer Psychology*, April 2012.

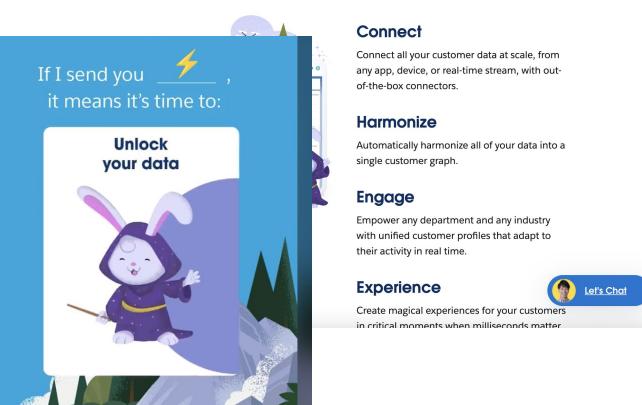
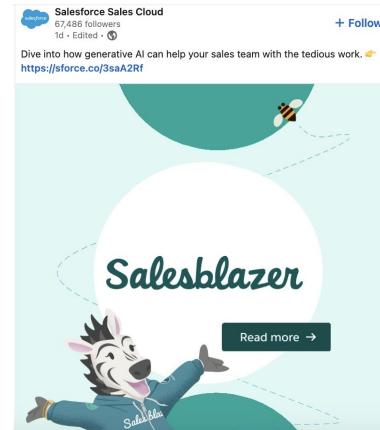


Inspiring B2B Brands: Salesforce, Workday and Intel are making the human connection



"Make Work, Work for our Communities...Welcome to Team Earth...
Let's Get Down to Business.

Tone of Voice Inspiration: Salesforce brings personality and warmth to every interaction.



BRAND VOICE

Knowledgeable, Assured, Guiding

BRAND MESSAGE

Sages prioritize knowledge and truth. They see what others can't -- past, present, and future and offer learnings from their deep wisdom.



BRAND VOICE

Inspirational, Daring, Provocative

BRAND MESSAGE

Creators fuse art and science to create visionary, meaningful and beautiful products and experiences.



BRAND VOICE

Mystical, Informed, Reassuring

BRAND MESSAGE

Magicians are the visionaries that inspire change and bring dreams to life.

Big Takeaway: Fortinet is leading the cohort overall; there is an opportunity to strengthen the brand's long-term awareness by increasing the emotional connection to the audience.



BlueOcean Data Study:

*"The evidence is clear. A strong brand drives financial outcomes for B2B organizations. And in order to build a strong brand, marketers are well served to focus on **increasing mental availability**, **rebalancing brand**, and **sales activation investment**, and building a strong connection with audiences based on what is most important to them."*

Content: Brand Building is especially important when the cohort looks and feels like a mix of messaging headlines that are not executed as brand vehicles.

- A. Simplify Secure Connectivity
- B. Unified Management & Security Operations
- C. See what security without compromise looks like
- D. Deliver cloud-first security, on-premises, or in multi-cloud or hybrid environments, all on one platform.
- E. Secure your workloads
- F. Consolidate point products. Reduce costs. Stop the breach.
- G. Defend at the speed of AI

FORTINET



CISCO

paloalto

zscaler™

Microsoft

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- G. Defend at the speed of AI  Microsoft

Content

Advocacy

Are there ways for you to incorporate more humanistic language into your content to bring out the warmth and competence aspects of your brand personality?

BRAND BUILDING BEST PRACTICE

***“Business people are people...
if you want to talk to business people, you need to
talk to them on a human level”***

— Les Binet*

RELATIVE PERFORMANCE

Content & Advocacy

Content + Advocacy

STRENGTHS

WEAKNESSES

Rational Content Differentiation

Leading in Brand and Audience Volumes

Brand Personality (Warmth - entire cohort)

OPPORTUNITIES

POTENTIAL THREAT

Emotional Content Differentiation

Trailing the cohort on brand volumes

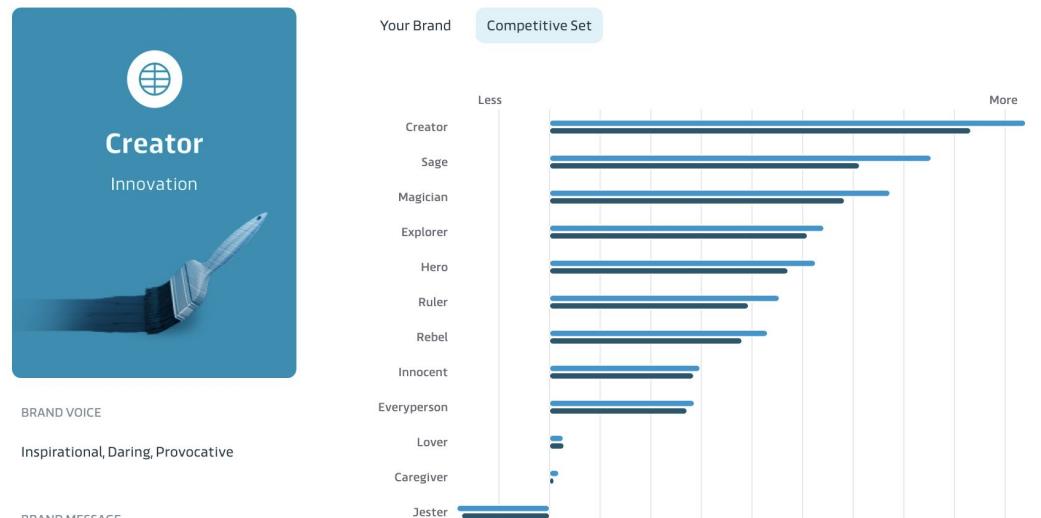
Zscaler

Increasing Emotional Brand Messaging

Content: How can you incorporate more emotional storytelling to improve long-term brand awareness?

	Fortinet	Microsoft Security	Palo Alto Networks	Cisco Secure	Check Point Software Technologies	CrowdStrike	Zscaler
Different	167	88	53	83	73	95	140
Audience Content Differentiation - Rational Themes	178	113	53	67	72	90	127
Brand Content Differentiation - Rational Themes	153	53	54	106	74	103	158
Memorable	90	107	50	129	80	120	125
Brand Personality Differentiation	62	120	62	90	105	75	185
Audience Content Differentiation - Emotional Themes	114	99	20	135	94	155	84
Brand Content Differentiation - Emotional Themes	62	113	95	136	45	80	169

Content: Consider revisiting brand archetypes to guide your messaging framework to include more humanistic language (warmth and competence) in your communications. The cohort is not exhibiting a strong “front-runner” however Zscaler is beginning to include more emotionally-themed messaging.



BRAND VOICE

Inspirational, Daring, Provocative

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Creators fuse art and science to create visionary, meaningful and beautiful products and experiences.

Magician

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BRAND MESSAGE
Magicians are the visionaries that inspire change and bring dreams to life.

BRAND EXAMPLE



Sage

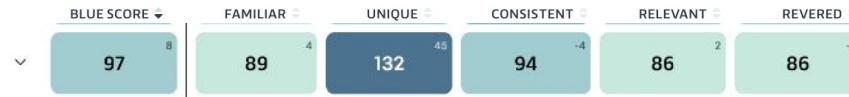
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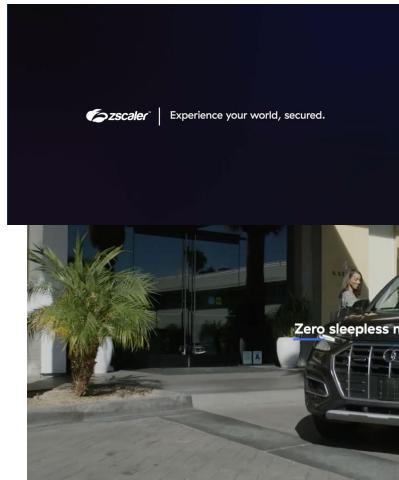
BRAND EXAMPLE



Brand to Watch: Zscaler is leading overall in Unique. They are utilizing work/lifestyle imagery and humanistic concepts tied to Zero Trust and Cloud.



Advertising & Website



Content Themes

Emotional Theme: Ease of Use



Rational Theme: Cloud



Secure your world.



Move securely to the cloud.



Gain fast and secure application access from anywhere.



Simplify branch and cloud connectivity.



Transition from legacy security to zero trust.

Position 'Experience your world, secured'

Audience B2B Enterprise, CISO

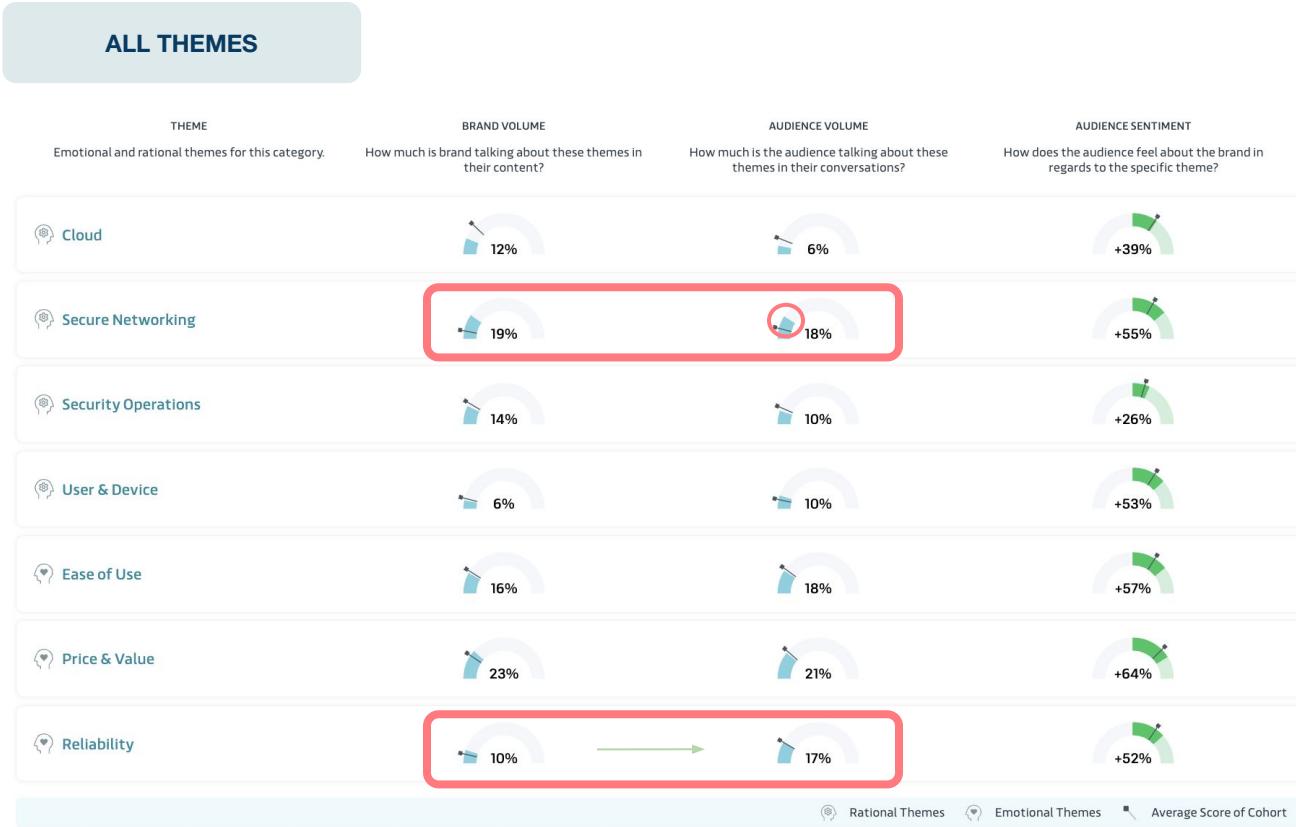
Messaging Vehicles 'Zero Trust' 'One Experience', Zero Sleepless nights, Zero VPN's...

Theme Leader Ease of Use

Top, Unique Keywords Data protection, remote workforce

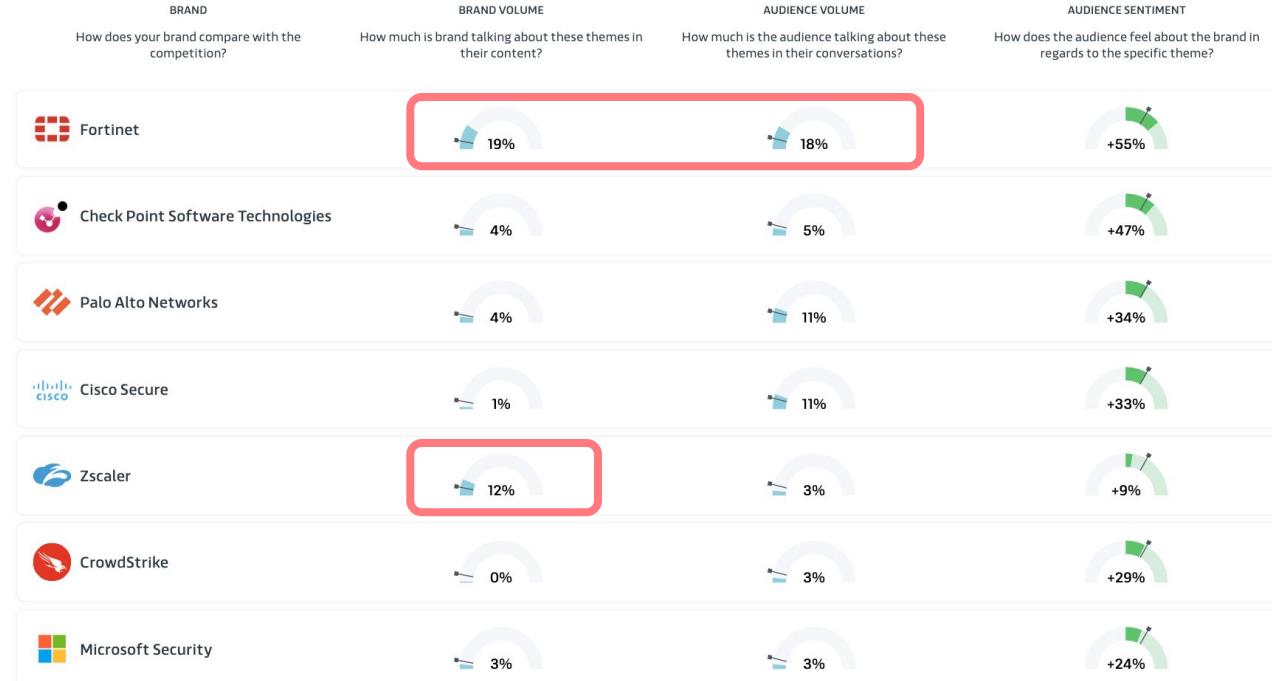
These keywords showed up in the brand's top 12 most used keywords and did not show up in competitive top keyword lists.

Content: Align your messaging to audience signals. Your audience cares most about “Price and Value”, “Ease of Use”, “Secure Networking” and “Reliability”



Content: Fortinet is leading in Brand and Audience volume for the Rational theme, 'Secure Networking'. In addition, Fortinet has above average sentiment on this theme.

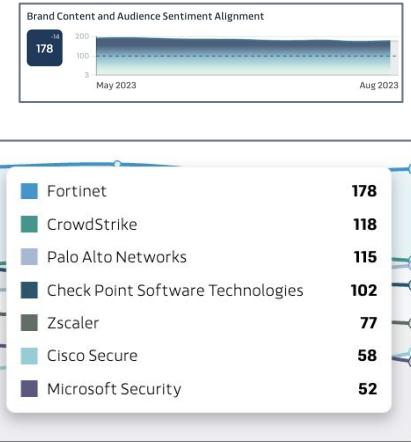
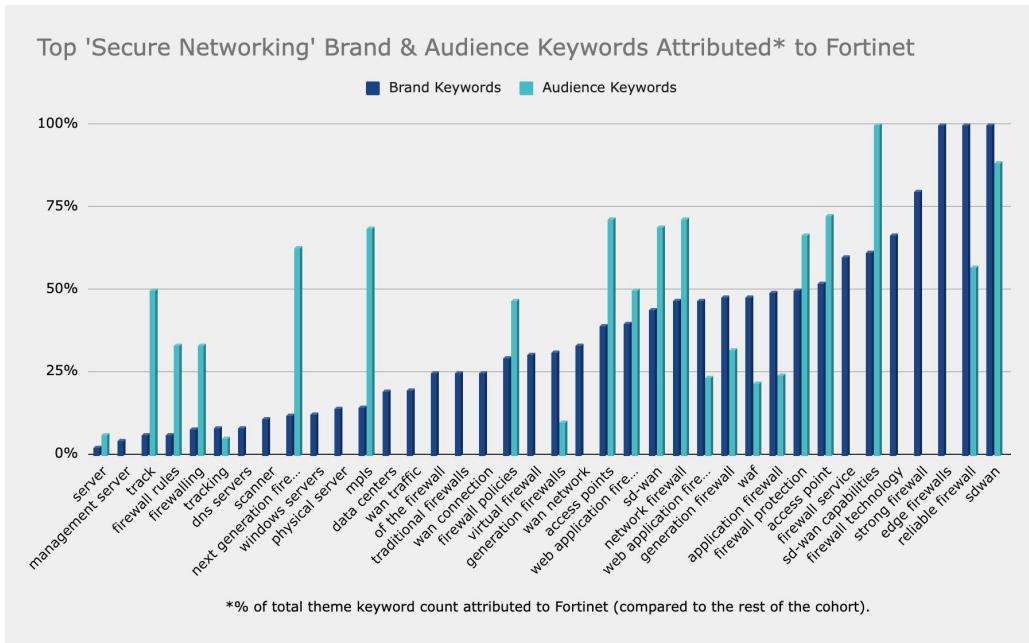
Theme: Secure Networking



Top Keywords

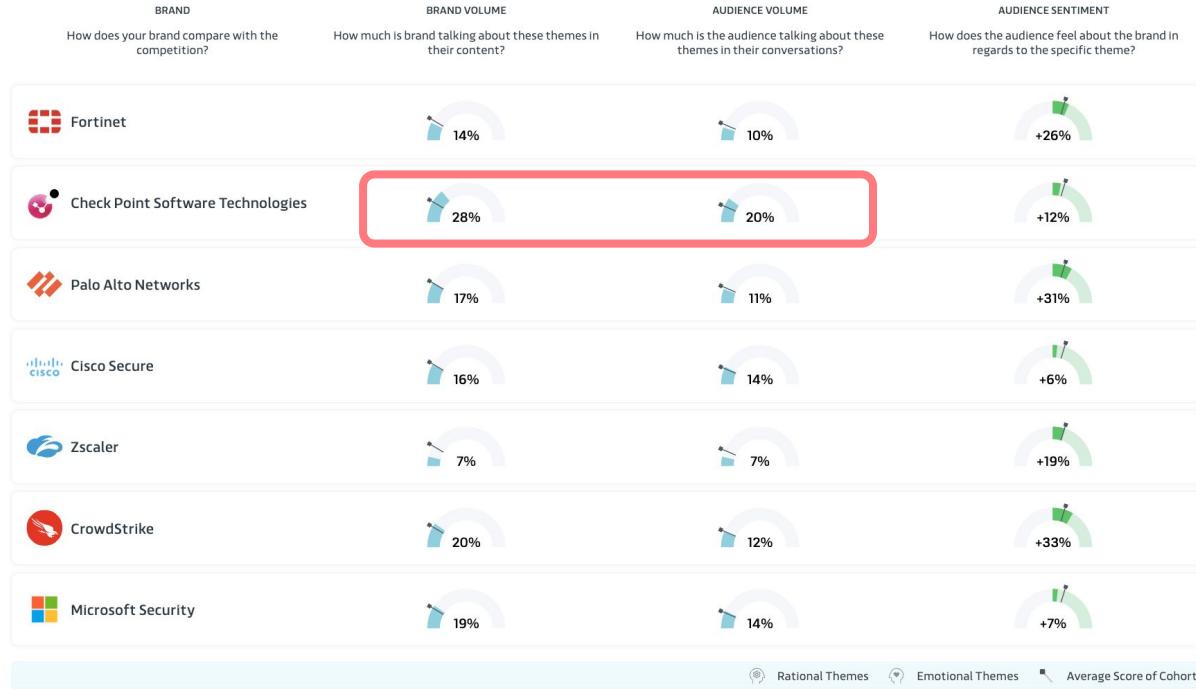


Secure Networking: Brand and audience keywords are aligned with over 50% of keywords matching. Almost half of all keywords are 'firewall' bi-grams.



Content: Checkpoint is leading in Brand and Audience volume with slightly below average sentiment.

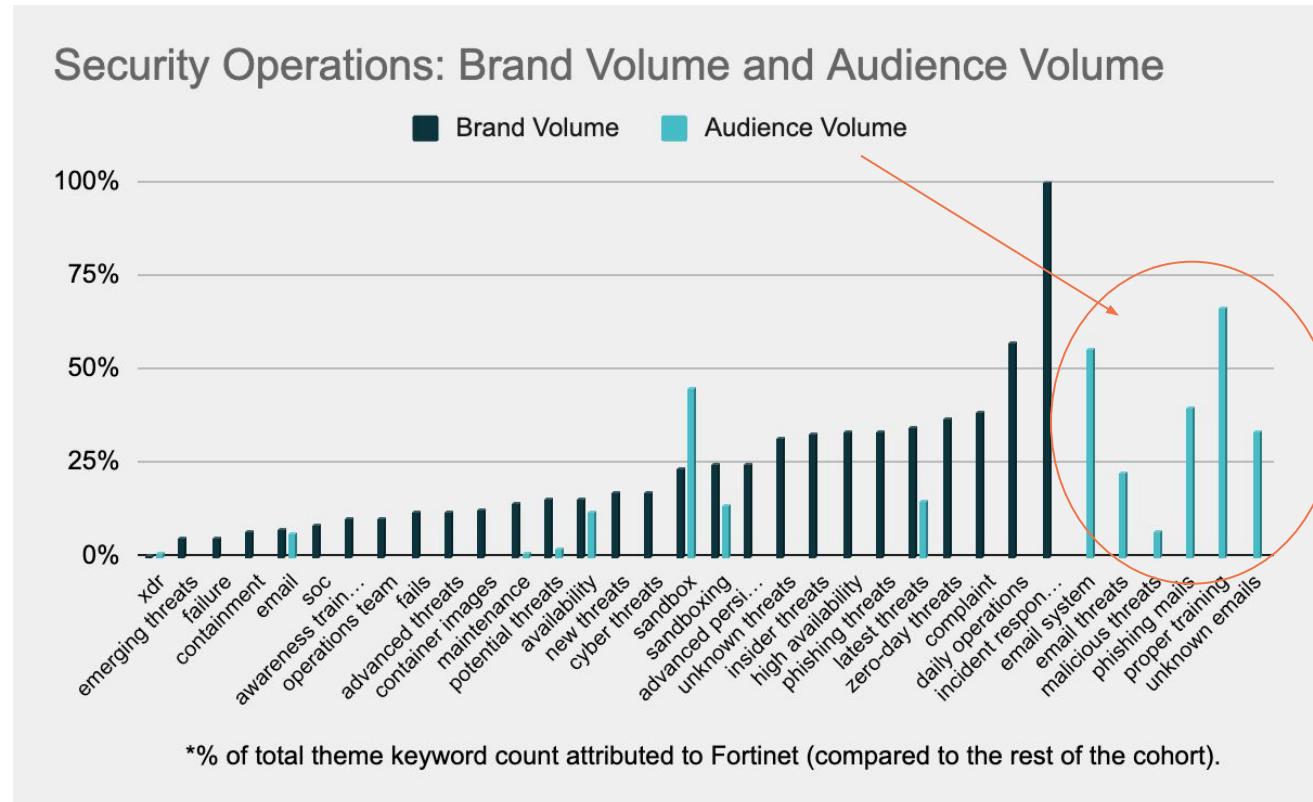
Theme: Security Operations



Top Keywords



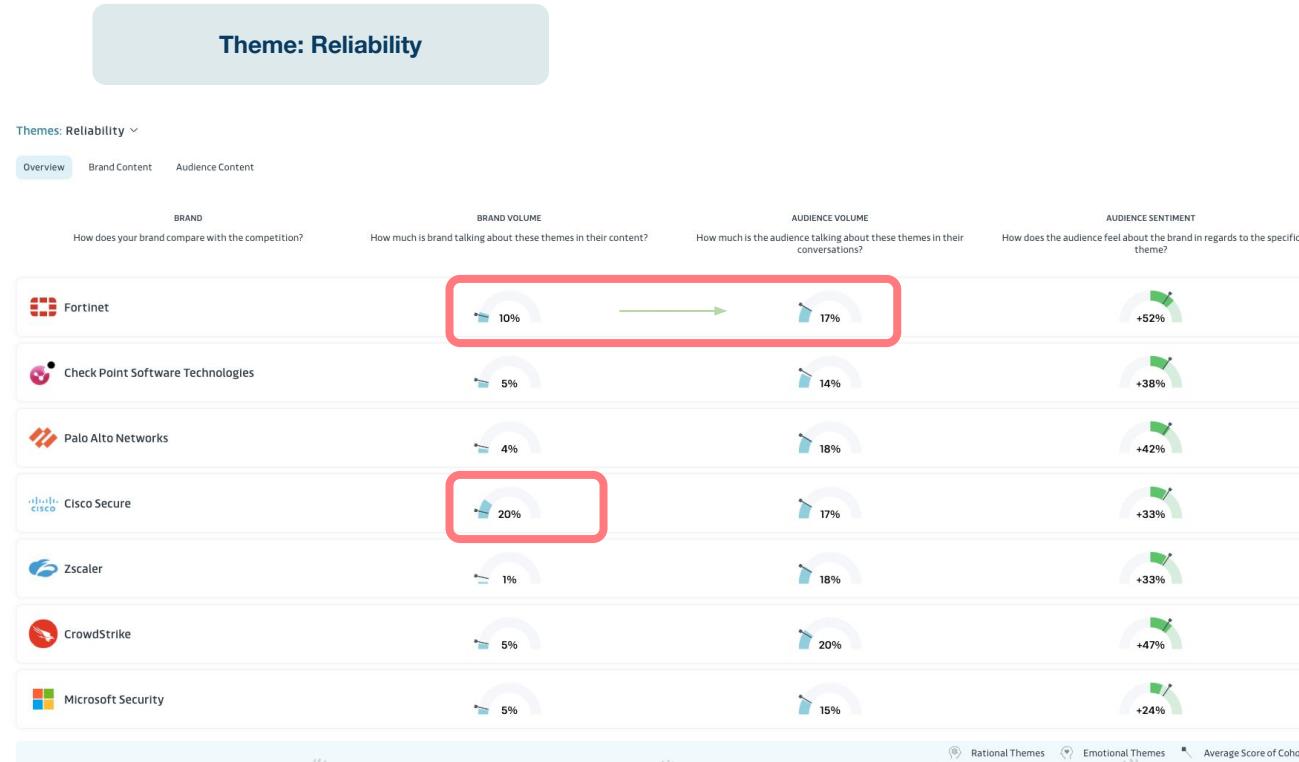
Security Operations: Fortinet seed keywords are not showing up in top brand or audience keywords. Audience is primarily concerned with email topics.



Fortinet Seed Keywords

- xdr
- security operations center
- siem
- soc cybersecurity
- soar
- security operations
- soc security operation
- center
- global security operations
- center
- cyber security operations
- center
- what is a security
- operations center
- building a security
- operations center
- security operations center
- framework
- soc automation

Content: Opportunity to increase brand volume around this Emotional theme to match audience signals.

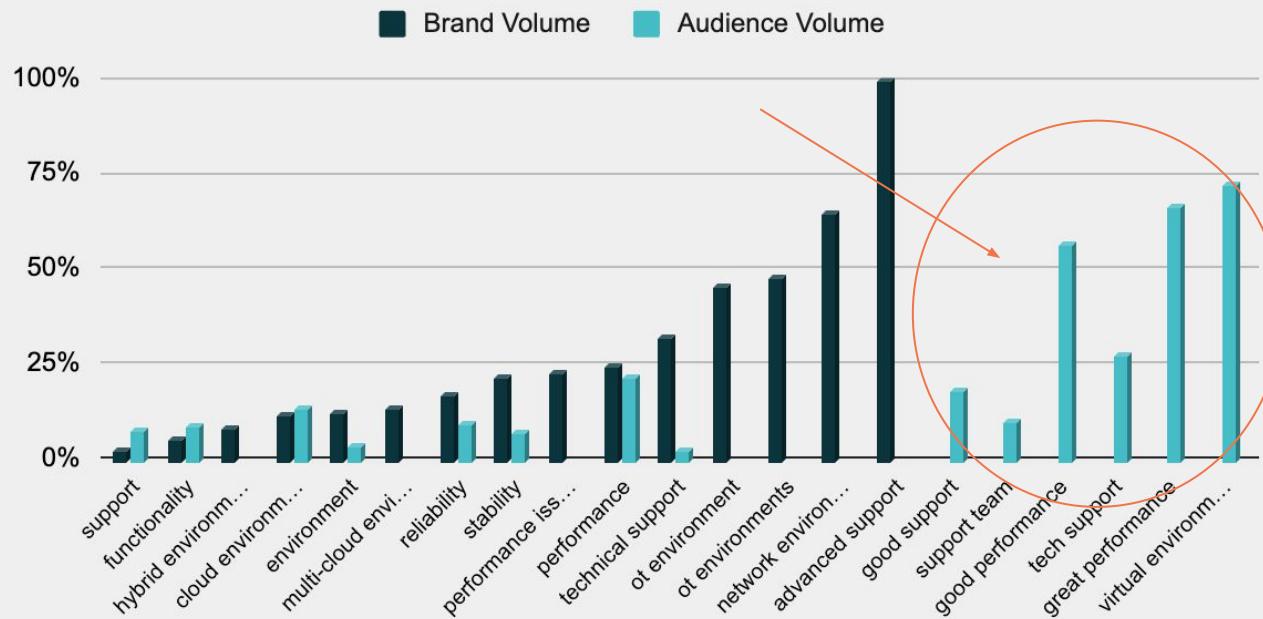


Top Keywords



Reliability: Fortinet should consider incorporating more keywords that align to audience signals related to performance, support, stability, and reliability.

Reliability: Brand Volume and Audience Volume



*% of total theme keyword count attributed to Fortinet (compared to the rest of the cohort).



Zscaler	169
Cisco Secure	136
Microsoft Security	113
Palo Alto Networks	95
CrowdStrike	80
Fortinet	62
Check Point Software Technologies	45

Prioritization & Ownership of our Key Actions: Brainstorm and Collaborate

Developing the details needed to track progress on Fortinet Key Actions

Fortinet Key Actions	Tactical Actions (how/what specifically are you doing to realize key actions?)	Success Metrics (how are you measuring success?)	Owner(s)
Continued focus on increasing brand volumes on key strategic messaging initiatives: Security Networking	<ul style="list-style-type: none">• Audit Key Web Pages to simplify• Message Map with Agency Support	<ul style="list-style-type: none">• Monitor Themes & Sentiment<ul style="list-style-type: none">◦ Security Networking◦ Security Operations	•
Consider incorporating more emotional /humanistic language into brand communications to connect with audience and create long-term mental availability	<ul style="list-style-type: none">• Brand Positioning• Messaging Frameworks• Agency Support	<ul style="list-style-type: none">• Monitor Themes, Sentiment, Engagement metrics• Point solutions + BlueOcean measurement	•
Brand Personality	<ul style="list-style-type: none">• Brand Positioning• Messaging Frameworks• Agency Support	<ul style="list-style-type: none">• TBD - set benchmarks/goals with BlueOcean with Brand Personality scores	•
Incorporate emotional keywords from the theme, Reliability	<ul style="list-style-type: none">• Message Map with Agency Support		
Consider incorporating more of Security Operations seed list keywords into communications.	<ul style="list-style-type: none">• Audit Key Web Pages to simplify• Message Map with Agency Support		

BlueOcean



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BlueOcean Data Report: The impact of audience connection on B2B brand health, SOV, and future revenue growth

When B2B brands align more closely with audience priorities, and generate positive sentiment, they see an improvement in brand health, stronger share of voice, and higher estimated future revenue growth.

This audience connection was more strongly correlated with future revenue growth than even paid advertising spend.

The report cover features the BlueOcean logo at the top left. Below it is the title 'DATA REPORT' and 'The impact of audience connection on B2B brand health and revenue growth'. A large image of a crashing wave is centered below the title. To the right, there's a white sidebar with the text 'What is the impact when brands align content to audience themes and drive higher sentiment?' and a detailed description of the findings. Three circular icons on the right side represent the three main outcomes: 01 An improvement in brand health, specifically in support of driving consideration; 02 Stronger social mentions, shares, and reposts to accelerate share of voice; and 03 Higher "estimated future revenue growth" vs. competitors. At the bottom right, the text 'BlueOcean | DATA REPORT | IMPACT OF AUDIENCE CONNECTION ON B2B BRAND HEALTH AND REVENUE GROWTH' is visible.

H

Fortinet

-  <https://www.fortinet.com/>
-  fortinet
-  Fortinet
-  behindthefirewall
-  company/fortinet
-  Fortinet
-  <https://www.fortinet.com/blog>

1

Palo Alto Networks

-  <https://www.paloaltonetworks.com/>
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-  Palo Alto Networks
-  <https://www.paloaltonetworks.com/blog>

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Zscaler

-  <https://www.zscaler.com/>
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-  Zscaler
-  zscalerinc
-  company/Zscaler
-  Zscaler Inc.
-  <https://www.zscaler.com/blogs>

3

CrowdStrike

-  <https://www.crowdstrike.com/>
-  CrowdStrike
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-  crowdstrike
-  CrowdStrike
-  <https://www.crowdstrike.com/blog>

4

Check Point Software Technologies

-  <https://www.checkpoint.com/>
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-  checkpointsoftware
-  checkpointsoftware
-  company/check-point-software-technologies
-  Check Point Software Technologies, Ltd.
-  <https://blog.checkpoint.com>

5

Cisco Secure

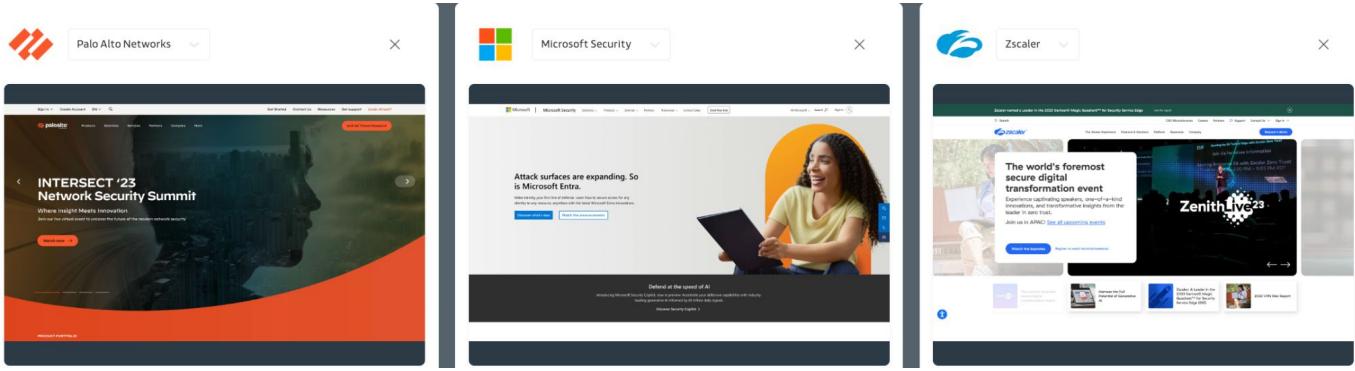
-  <https://www.cisco.com/site/us/en/products/security/index.html>
-  CiscoSecure
-  ciscosecure
-  cisco.security
-  cisco-secure
-  Cisco
-  <https://meraki.cisco.com/blog>
<https://umbrella.cisco.com/blog>
<https://blogs.cisco.com>

6

Microsoft Security

-  <https://www.microsoft.com/en-us/security/business/solutions>
-  msftsecurity
-  Microsoft
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-  company/microsoft
-  Microsoft Security
-  <https://www.microsoft.com/en-us/security/blog/>

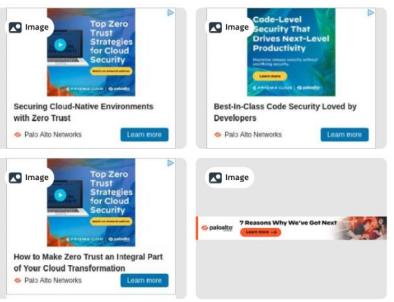
Website Messages



Advertising Messages

Palo Alto Networks

July, 2023



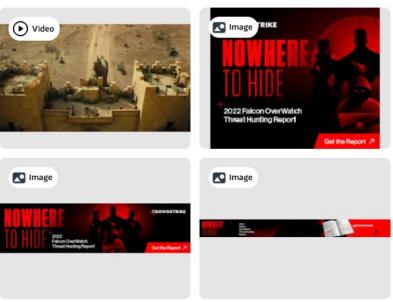
Securing Cloud-Native Environments with Zero Trust
Learn more

Best-in-Class Code Security Loved by Developers
Learn more

How to Make Zero Trust an Integral Part of Your Cloud Transformation
Learn more

CrowdStrike

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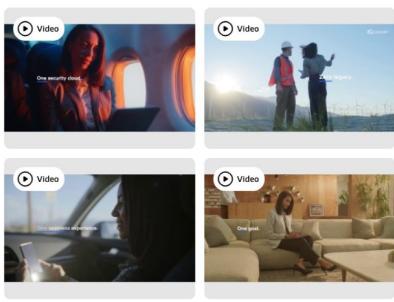


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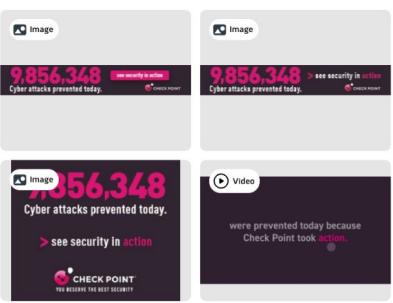
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ft Security
Video

Microsoft Security
Video

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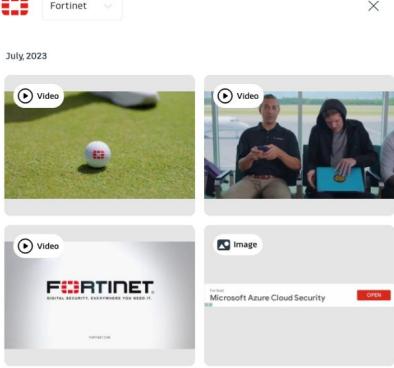


9,856,348 see security in action Cyber attacks prevented today.
9,856,348 see security in action Cyber attacks prevented today.

356,348 see security in action Cyber attacks prevented today.
see security in action CHECK POINT YOU DESERVE THE BEST SECURITY

Fortinet

July, 2023



Video

Video

FORTINET DIGITAL SECURITY. EVERYTHING YOU NEED TO OPEN

Microsoft Azure Cloud Security

Data Dictionary

Metric	Factor	Subfactor	Definition	How is it calculated	Data Source	Look back window
Website Traffic	Familiar	Considered	Estimated number of total visits to a site over the previous three months, inclusive of direct, organic, and paid search.	Average of SEMrush and SimilarWeb measurements.	Calculation of SEMRush & SimilarWeb data	Trailing three months
Non-Branded Search Traffic	Familiar	Visible	The estimated number of visitors that have come to your site by way of search terms that do not contain the brand's name.	Percentage of non-branded traffic times the sum of organic and paid search visits, obtained from Domain Overview.	SEMRush	Trailing 30 days
Branded Search Traffic	Familiar	Considered	The estimated number of visitors that have come to your site because the visitor was intentionally seeking out your Brand.	Percentage of brand traffic times the sum of organic and paid search visits.	SEMRush	Previous 90 days
Organic Search Traffic	Familiar	Considered	The estimated number of visitors that have come to your site through unpaid/earned search results.	Count	SEMRush	Previous 90 days
Paid Search Traffic	Familiar	Considered	The estimated number of visitors that have come to your site through paid clicks from search.	Count	SEMRush	Previous 90 days
Domain Authority	Relevant	Influential	A search engine ranking score between 1 to 100 developed by Moz that predicts how well a website will rank on search engine result pages (SERPs).	Raw input - The score is based on the number of backlinks, referring domains, organic search traffic, and other data. The max score is 100. Region is not considered. Domain-level.	SEMRush	Current
Backlinks	Familiar	Amplified	A Brand's total number of backlinks. Google and other major search engines consider backlinks "votes" for a specific page. Pages with a high number of backlinks tend to have thoughtful content and SEO programs in place.	Count	SEMRush	Current
Referring Domains	Familiar	Amplified	A Brand's total number of referring domains. Referring domains are traffic sources that send signals to search engines and online users of your web pages' quality and credibility.	Count	SEMRush	Current
Bounce Rate	Consistent	Reinforcing	Estimated average daily bounce rate for a site.	Using the Brand URL provided during setup, the Data Source provides an estimated bounce rate for the most recent three months of data availability. Only visits from the US region are considered. Measured at the level of domain or subdomain.	Calculation of SEMRush & SimilarWeb data	Trailing three months
Average Visit Duration	Revered	Desirable	Estimated average daily visit duration to a site over the most recent three months of data availability. Measured in seconds.	Using the Brand URL provided during setup, the Data Source provides an estimated average time on site for the most recent three months of data availability. Only visits from the US region are considered. Measured at the level of domain or subdomain.	Calculation of SEMRush & SimilarWeb data	Trailing three months
Total Pages Per Visit	Relevant	Needed	Estimated average daily pages per visit to a site over the previous three months.	Using the Brand URL provided during setup, the Data Source provides an estimated pages per visit for the most recent three months of data availability. Only visits from the US region are considered. Measured at the level of domain or subdomain.	Calculation of SEMRush & SimilarWeb data	Trailing three months