(Slide 1 - Mobisec Unveiled: A Tactical Communication Approach)

Good morning everyone, I’m Gabriel and today me and our group want to unveil a strategic roadmap that will shape Mobisec's communication strategy, according to our research. In this presentation, we'll delve into key components designed to elevate Mobisec's presence in the cybersecurity landscape, defining how the whole strategy should be conducted, discussing the reachable audience, the narrative, the channels which can be used and our results.

(Slide 2 - Mobisec: How winners play it better)

As we journey through these slides, our aim is to provide you with a panoramic view of Mobisec's unique position in the cybersecurity arena, giving a vision on how to empower Mobisec as a company.

In Italy in particular, cybersecurity is a growing sector with a lot of potential to become a central aspect of the way of working of companies and professionals and, as you can see, very few try to implement features of security in their business, not clearly understanding the impact this can have over their customers and themselves. Infact, security mainly employs attention to details and continuous integration: this can cover encryption, password management, access restriction and testing in companies, still done not so often.

Mobisec as a company offers itself as a solution to this: we basically covered a few key points on how to raise brand awareness and authority inside this evolving landscape, considering its different strength points found by us, starting from the existing ones (starting from data analysis to devices protection) up to collaboration and projects, to sparkle up a new editorial plan, based on different channels giving a new impact overall.