Leadership in Cybersecurity
How a Multinational IT Brand Built Awareness with High-Impact Strategy

OVERVIEW
A global technology service provider specializing in IT solutions set out to raise its brand visibility in Canada and position itself as a thought leader in Cybersecurity. The main challenge: reaching business owners and key technology decision-makers in a saturated market.

APPROACH
Postmedia developed a digitally led campaign focused on driving both visibility and authority. A high-impact point-of-entry (POE) takeover secured 100% share of voice across key Financial Post sub-channels, including the innovation section. This placement not only delivered 1.4M+ impressions but achieved a CTR 5x higher than average. Sponsored content reinforced the brand's credibility with cybersecurity insights tailored to the target audience, driving 7K+ page views – 7x the industry benchmark- and keeping readers engaged for an average 3:19 minutes, nearly 1.5x longer than average. Branded content modules also benefited from a 3x higher CTR compared to typical brandsell executions, further strengthening engagement. To scale visibility, programmatic display added 4.8M+ impressions, supporting the broader campaign's total reach of 8.5M+ impressions across platforms.

CONCLUSION
This multi-layered campaign delivered outstanding results. By combining premium placement, authoritative content, and smart targeting, the brand successfully positioned itself as a leader in cybersecurity while exceeding performance expectations in both reach and engagement.

8.5M+
DIGITAL IMPRESSIONS

1.4M+
POE IMPRESSIONS
5x higher CTR on POE*

7K+
PAGE VIEWS ON SPONSORED CONTENT
7x industry benchmark*

*Benchmarks are industry averages

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