



WE'RE DIFFERENT

Our difference is our approach. Each and every one of us is driven to explore better security solutions that keep known threats in check and overcome tomorrow's emerging risks.

We're a collaborative team of over 5,000 employees who have the courage to ask the tough questions, the creativity to explore new ideas, the expertise to translate those ideas into practical solutions that meet tangible customer needs, and the passion to keep families protected and businesses secure.



WE'RE RELENTLESS

At McAfee, we relentlessly tackle the world's toughest security challenges to liberate consumers and ready businesses to overcome security threats.

Relentless tenacity
We live and breathe security every day, enabling us to: 1) build products that anticipate threats, mitigate risk, and keep users a step ahead of attacks; and 2) lead the industry by bringing a higher level of understanding to the marketplace.

Tough security challenges
We seek out emerging security threats and the most complex compliance issues. Irrespective of activity or device, we're determined to empower customers with advanced thinking and optimized solutions.

Liberate consumers
We make consumers powerful by educating and equipping them with security solutions so they can live their digital lives more easily.

Ready businesses
We make companies more powerful by providing them with optimized and comprehensive solutions to achieve compliance and lower operating costs.

WE EMPOWER

Whether designing a new product, managing a team of sales people, or supporting customers on the phone, our brand comes to life in our approach. It's not only what we do, but how we do it that makes us different. Our commitment to tackle the toughest security challenges is what wins the hearts and minds of our customers and partners.

Our customers and partners want to think of themselves as heroes, not as victims who're just protected.
They want to feel prepared, informed, and in control—free to tap the hero inside. We believe that we not only protect our customers, we empower them to protect themselves.

Power derives from strength and knowledge.
Our customers tell us they feel more powerful when they know they have access to strong solutions and a wealth of knowledge about security threats. Our relentless approach ensures they always have both in single supply.

IT'S IN OUR DNA

We're McAfee. We deliver. Our portfolio is the most comprehensive in the industry. Our relentless commitment is unrivaled. And when we make a promise, we keep it. Our brand is a reflection of each one of us. It is a promise to our customers, and we must deliver on it in all our interactions.

Our behavioral attributes are principles that govern how McAfee employees behave and make decisions. They represent the fundamental beliefs that are shared by all of us at McAfee, and serve as a foundational element for our culture and actions.

Expertise
A deep understanding or mastery

Partnership
A commitment to teamwork and customer focus, often collaborating to develop solutions with tangible benefits that meet real needs

Integrity
A steadfast adherence to the highest standards of behavior, ethics, and responsibility, values driven

Results
A relentless passion to achieve desired outcomes and a sharp focus on success

Courage
The strength to tackle the toughest challenges and creativity to find new and innovative solutions

Our brand matters. It is at the heart of all that we do. It guides our behavior as much as it shapes the way that we communicate with our customers and partners. It defines us—as a company, as a collection of products and services, and as a global team of professionals who are dedicated to tackling the world's toughest security challenges.

"Our brand is a critical piece of the strategy to propel McAfee forward and become the world leader in digital security. It stands for the people of McAfee tackling the world's toughest security challenges."

Dave DeWalt, President and CEO

Redefining security

- + Brand Research
- + Brand Strategy
- + Simplification
- + Brand Architecture
- + Corporate Identity Design
- + Naming
- + Brand Evangelism and Training
- + Internet Strategy and User Experience Design
- + Brand Collateral Development

With a track record for product development and sound financial performance, McAfee earned its title as the world's largest, dedicated, security technology company. Despite its success, Wall Street often questioned McAfee's ability to stand up to larger competitors such as Symantec and Microsoft. Backed by new management in 2008, McAfee challenged Siegel+Gale to redefine its category by repositioning the brand to compete in the global, digital security marketplace.

Helping customers help themselves

To deliver on this mandate, Siegel+Gale employed its proprietary research tool, EyeOpener™, to supplement an exhaustive qualitative research effort. Key findings revealed a more accurate view of how customers perceived themselves—as defensive heroes rather than helpless victims. As a result, customers craved a security partner relentless in its pursuit of knowledge about security threats and the development of indomitable solutions to thwart hackers. This insight yielded a brand platform that positions McAfee as the brand that tackles the world's toughest security challenges in order to liberate consumers to overcome security threats. Following the development of the platform, Siegel+Gale helped socialize the brand strategy throughout the company to guide product development, acquisitions, and internal business processes. A messaging platform enabled McAfee to craft consistent verbal communications that bring the new strategy to life.

Designing the Powermark

To capture the bold and aggressive strength of McAfee's approach, designers created a provocative and forward-moving "redline" element called the Powermark. Supported by a typeface that conveys reliability, and imagery, the element demonstrates McAfee's persistent approach to: liberating consumers and fortifying businesses. The identity extends to key McAfee touchpoints, including packaging, tradeshow environments, advertising, McAfee's website, and collateral materials.

Siegel+Gale developed a roll-out plan for the new identity and created templates and standards to guide implementation. McAfee launched its new identity in January 2009. Siegel+Gale continues to work with McAfee to define how to bring the new brand to life, both through business decisions and marketing initiatives.

McAfee®

+ siegel
gale

simple is smart