

Fortinet keynote movie

Fuel brings dramatisation to Fortinet's security story.

Background

Fortinet are a world leader in network security. Their Fortinet security fabric sits at the heart of their offer.

The piece needed to inspire the assembled audience and highlight the sophisticated way in which it encountered security threats in an intelligent way, and how those threats would find it impossible to re-emerge and survive.

The challenge.

Fuel were invited to dramatise and bring to life Fortinet's evolution to an audience of channel marketing partners at their 2018 sales kick off. The aim was to showcase the company's security journey so far and to shed some light on future plans.

The solution.

Fuel worked with Fortinet to create a movie sequence to showcase the company's security story. The piece needed to show security threats in a new light, through clever communications and visuals. Fuel worked with Fortinet to ensure its strong brand and story was reflected in the final piece.





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Scope.

Fortinet needed a solution that could be utilized at sales kick offs, but also later adapted for ongoing presentations and engagements to align with the brand's network security fabric. Already working with a strong brand, Fuel was tasked with sharing Fortinet's story through clever imagery.

Execution.

To show the breadth and depth of the fabric's reach, the piece Fuel developed and executed was in 4K 3D. This helped educate the audience and dramatised the number and sheer variety of the threats, resulting in an absorbing and immersive audience experience. Fuel worked with Fortinet to ensure the best result were viewed at its 2018 sales kick off.

Value.

The movie sequence was aired at the sales kick off and have now been adapted for use in ongoing sales presentations and engagements. In addition it features as a follow on communication in the roll-out and education around Fortinet's network security fabric. Fortinet plans to adapt the movie further for additional events and sales tools.