

retail

*Internal branding
campaign for IT to
speed adoption of
mobile device
security program*



Gap Inc.

The Problem

A lost mobile phone poses a potential personal and business risk due to the valuable data stored on it. With thousands of mobile devices on Gap Inc.'s company network, the IT department needed to ensure that all employees secured company data accessed and stored on their mobile devices by installing a new security solution.

The Solution

Vaughan & Company developed an event-driven campaign to speed adoption of the mobile device management (MDM) program. With a nod to the TV show, Get Smart, and Smart's famous shoe phone, Agent MDM was developed and rendered in the style of Roy Lichtenstein, who's art hangs in Gap headquarters.

MDM 'agents' held onsite events to install the new protocol, with a contest to win t-shirts and mouse pads adorned with the new pop art design. Employees related to the humorous campaign theme, which postured the security team as friendly and fun. The campaign accelerated adoption of the initiative well ahead of schedule. Many employees who didn't win a shirt, offered to buy one instead, generating even more enthusiasm for the campaign.

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