

CLIENT CASE STUDY

AL Digital

Personal editor briefing provides worldwide coverage

Headquartered in a bunker at RAF Ash in Kent, AL Digital provided customers with an ultra-secure data centre facility. In the course of its security research, the company founder was the first to discover that some Bluetooth-enabled mobile phones were vulnerable to a “bluesnarfing”* attack. Insight brought this information to the attention of the IT press.

Objectives

- Be the first to publicise the “bluesnarfing” loophole before it was discovered by someone else.
- Gain maximum publicity for AL digital as a leading edge security provider.
- Position AL Digital founder and technologist as a security expert and industry personality.
- Insight invited press to view a “pseudo hack” near Houses of Parliament.
- Showed potential threats for users, government, business.

Results

- Over 400 articles and cuttings from a single press launch.
- Coverage in UK and throughout Europe.
- Full page coverage in The Times and front page of Times 2
- Radio and TV coverage.

**See overleaf for explanation of bluesnarfing*

If you'd like to improve your company's PR and want to work with an agency that gets results, call Mark Robson on 0845 643 6181 or email him at markr@insightgroup.co.uk.



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AL Digital (now known as The Bunker) provided ultra-secure data centre facilities for corporate clients and called us in to talk to us about promoting their services. As we were starting off this campaign, the company founder, an extremely smart technologist, discovered that at least 10 Bluetooth-enabled handsets from Nokia and Sony Ericsson were vulnerable to what was termed a “bluesnarfing” attack, which is where an attacker could read, modify and copy a phone’s address book and calendar without leaving any trace of the intrusion.

Time was of the essence with this discovery, as sooner or later other people would discover it too and AL Digital’s lead would be lost. We grasped the significance of this immediately and quickly prepared a plan to demonstrate this vulnerability to the press.

Wanting to hold the demonstration in what would be seen as a high-security area, we picked a location near the Houses of Parliament in Westminster, London and invited a small, hand-picked group of journalists, including staff from the BBC and The Times.

The live demonstration proved the discovery conclusively and by the next day there were over 400 mentions of this on online sites worldwide, including being the lead article on the BBC technology website for a period. In the printed media, we obtained coverage on the front page of the Times T2 supplement as well as a full page feature in The Times

itself.

Nokia was subsequently forced to admit that some of their phones were vulnerable and that the company was aware of security issues.

This was the perfect launch for AL Digital, and we were able to capitalise on this high visibility by promoting their main-stream high-security data centre expertise, having demonstrated and gained the attention of the national, trade and business press.

We can help you get results like this -- contact us now to find out how.

For more information on how Insight can help you, please contact us.

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