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BRANDING + MARKETING + PR

CASE STUDIES OF DISTINCTION

CONTACT INFO

Gal S. Borenstein
Gal@BorensteinGroup.com
703-385-8178x28
www.BorensteinGroup.com

GLOBAL STABILITY OPERATIONS LEADER IN AUSTERE ENVIRONMENTS REBRANDS TO ASSERT MARKET DOMINANCE WITH EXPANDED INTERNATIONAL SECURITY SERVICES AND GROWING PRESENCE IN THE MIDDLE EAST & AFRICA.

Borenstein Group helps Janus Global Operations go to market with effective digital branding strategy & execution.

MARKETING CHALLENGE:

Following a series of multiple acquisitions, Sterling Global Operations, a leading global stability operations contractor, has sought to expand its geographic footprint as well as its base of customers. When the Tennessee-based company recently bought Janus Security International, SNE Special Projects, and Tundra Security Afghanistan, it decided to rebrand itself to help reposition the expanded entity as **Janus Global Operations**. The goal was to present Janus's expanded capabilities and growth in three main areas: disposal of unexploded ordnance; risk-management services, such as providing embassy guards or advisory services to non-governmental organizations before they arrive in a zone; and lifecycle support, offering food, transportation and security in austere environments. After a highly-competitive agency search and proposal review, Janus Global Operations' management chose Borenstein Group as its digital branding agency because of its experience and expertise in branding international corporate entities that integrated multiple acquisitions into one cohesive global brand.

STRATEGIC SOLUTION

The Borenstein Group partnered with Janus' visionary executive management team to form a rapid deployment Branding Task Force, that worked closely together over 30 business days, to strategize, validate, and create a common brand DNA messaging platform that the multiple acquired entities could rally around, in one powerful voice. Leveraging its creative process and deep expertise in branding global entities, Borenstein Group has created a new corporate look and feel, a new responsive and streamlined digital website that helped management communicate its prowess and capabilities in an intuitive and easy-to-navigate way, a newly designed integrated marketing communications collateral system, user-friendly case studies, a corporate capabilities deck, and additional sales enablement tools to unify the multi-national leader into one bold and effective message of strength and market dominance.

RESULTS

Ready with a unified digital global brand for strategic growth, Janus Global Operations is positioning for unprecedented growth and expansion as the "go-to" multi-national leader that commercial organizations and governments can rely on to get the job done. Janus now has \$300 million in annual sales and 7,000 employees

and operates in Afghanistan, Iraq, Somalia, Libya, Egypt, Uganda, Mozambique, Bosnia, Laos, the United Arab Emirates and South Africa, among other places. It is now known as a world-class risk management provider with tailored solutions that integrate operationally, mission development, security, and state-of-the-art technology to ensure seamless operations and bring accountability to any mission. Their risk mitigation methods deter threats against people, assets and facilities and their rigorous safety and quality practices further reduce client risk. According to Defense Daily, Janus has recently won work in Ramadi, Iraq, clearing abandoned unexploded ordnance as well as providing training, and a spot on the State Department's worldwide protective services program, as well as several other major global operations contracts to further its growth.

CLIENT TESTIMONIAL:

Alan B. Weakley, Janus Global Operations LLC's President, and Chief Operations Officer stated, "We sought an expert B2G digital marketing communications agency with a strong strategic mind, stellar creativity and expert knowledge of how to roll out our global brand in the public and private sectors of Stability Operations worldwide. We chose Borenstein Group for these specific reasons, and were very pleased with their agility, smart insights, and competitive analytics, that helped us get the best possible first impressions that lead to enduring relationships. Poised to grow, we feel validated we've made the right choice in selecting Borenstein for our digital rebranding".

