

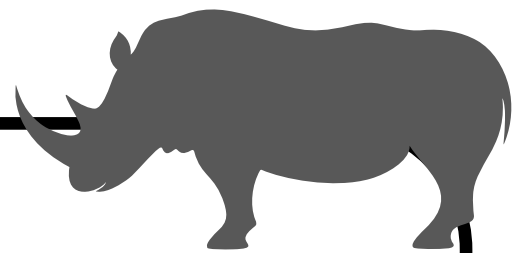
Saving Rhinos, Corporate Social Responsibility

Case Study



The Challenge

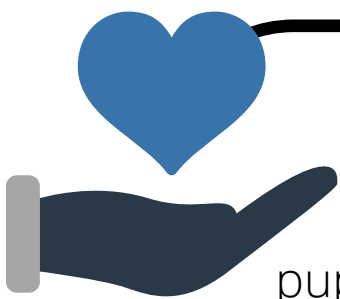
Brainstorm a meaningful, long lasting way to further enhance the company's reputation and culture beyond the cybersecurity industry.



LaunchTech's Strategy

Suggest displaying corporate social responsibility by contributing to rhino conservation (a nod to the brand's mascot). Emphasize engaging in buzz-worthy activities that could be pitched to the media.

Publish annual press releases on World Rhino Day with updates regarding the brand's ongoing and expanding involvement with [Helping Rhinos](#).



The Results (at RSA Conference 2020)

ThreatQuotient brought "baby rhinos" (adoptable puppies in rhino hats) to their booth, which resulted in:

- Nearly \$1,000 raised for Helping Rhinos by ThreatQuotient donating \$1 per attendee badge scanned
- Puppies were adopted
- Solidification of social responsibility reputation as measured by increased social media engagement and media attention

This activity as resulted in a boost in leads and has contributed to corporate award wins.