

CASE STUDY

Vigilante

BUSINESS CHALLENGE

LaunchTech Communications was initially engaged in 2018 by InfoArmor, an industry-leading provider of identity and cyber intelligence services, which was acquired by the Allstate Corporation. Today, InfoArmor is the foundation of Allstate Identity Protection. In 2019, Allstate and InfoArmor began the process of splitting off one of its key products, VigilanteATI, and creating a new, separate business entity. This new company would be called Vigilante.

The main challenge from a communications perspective was to maintain the credibility of the services offered and re-introduce them to the market under a new brand. At the same time, the nature of Vigilante's expertise was sensitive in ways that made it difficult to shine a light on their team and their work in the traditional approaches to public relations initiatives.

LAUNCHTECH COMMUNICATIONS SOLUTIONS ENGAGED

- **Company launch**
- **Analyst relations**
- **Messaging exercise**
- **Social media management**
- **Media relations**

In 2019, the VigilanteATI product was well established through its InfoArmor roots, but less was known about the team behind it or the impact they were making for their clients. As a partner to Vigilante through the transition out of Allstate, LaunchTech Communications helped to establish and execute a full company launch plan. This included support for the creation of new branding designs and logos, building out of the company's new website and messaging, standing up social media profiles, engaging key members of the media and making introductions to target industry analysts.



Company Overview

Vigilante was spun out of Allstate in 2019 as a globally recognized expert in dark web threat intelligence. The Vigilante team, which was acquired by ZeroFox in 2021, has deep experience in targeted threat hunting and cultivating trusted personas within the underground economy. This allowed them to conduct threat actor attribution, asset recovery, and offer demanding intelligence requirements for a broad range of companies across a diverse array of industries, including many of the Fortune 50. Vigilante's global team of elite operatives and analysts enable access to unique data sets and exotic threat research unattainable by any other provider.

As a dark web threat intelligence company, Vigilante had a lot of compelling data, research and insights to offer reporters. Whether on the record, on background or off the record, Vigilante was in a unique position to help members of the media covering cybersecurity, national security, and other related coverage areas better understand the cyber threat landscape and how adversaries operated in the context of big stories making headlines. Through media relations efforts, combined with establishing a cohesive brand story for Vigilante, LaunchTech Communications contributed positively to the company's visibility in the threat intelligence market.

BENEFITS EXPERIENCED AND BUSINESS IMPACT

A key area of success through LaunchTech Communications' engagement with Vigilante was establishing media relationships on the company's behalf, resulting in reporters who frequently request their thought leader's insights when they need comments.

For example, leading publications across business press, security trades and general technology outlets, such as Axios, The New York Times, Consumer Reports, Reader's Digest, The Hill, CSO Magazine, Help Net Security, Security Management Magazine, and TechRepublic. Two huge coverage wins for the Vigilante team included quotes in the New York Times on hot topic cybersecurity issues such as nation-state hacking and the state of U.S. cyber defenses.

LaunchTech Communications also supported the release of research reports produced by the Vigilante team, coordinating closely to ensure the information that was made publicly available did not put analysts at risk. The partnership between LaunchTech Communications and Vigilante was rooted in a deep understanding of the cybersecurity landscape, and the need for discretion. This resulted in strong collaboration and an effective strategy for informing the public and organizations about threats through the media.

As a result of their strong brand identity and superior product, Vigilante was acquired by ZeroFox in 2021. LaunchTech Communications worked with Vigilante through the acquisition, and supported ZeroFox for six months afterwards to ensure cohesive messaging as the two teams and products merged. As those Vigilante thought leaders integrated into ZeroFox, they continued to be go-to spokespeople the media wanted to speak with, contributing to media hits for ZeroFox well beyond LaunchTech Communications' engagement period.



"LaunchTech Communications started grinding on day one to help us gain independent brand recognition. We were pinged by them almost daily to jump on breaking news topics and trends. At one point, they connected us with a top tier reporter and helped us earn coverage in The New York Times, not once, but twice, in a matter of weeks! Better yet, they facilitated the cultivation of relationships with targeted reporters covering our company's niche threat intelligence expertise to the extent that media often reach out to our thought leaders directly before going elsewhere for commentary. I highly recommend LaunchTech Communications' team and services!"

Adam Darrah, Senior Director of Dark Ops

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