

“PROVOCATIONS” CAMPAIGN

Symantec

Symantec Brand Advertising Campaign | “Provocations”

The strategy

After conducting global research on the relevance of our current brand campaign, we realized there are two very different buying centers within our enterprise audience -- security and data management. Thus, we decided to create a new campaign that focused on those two key pillars without forcing a link.

The art direction

The messaging of this campaign used an effective level of fear by using real-world situations that were relevant to each audience. Always using a dramatic black background, the photography chosen was simple yet eye catching -- something provocative. As the sign-off, we used a yellow “tombstone” to speak to either the security or data management issue.

The execution

Print, online, OOH, SEM, environmental signage

The campaign was created by Godfrey Q and Partners. All photos were shot specifically for Symantec. The VP of Global Marketing Communications and I oversaw the project – from research to messaging to creative execution.



Can you afford to
back up 52 percent
more data this year?

CONTROL YOUR DATA.

The data explosion continues unabated. Our **deduplication** software reduces backup storage by as much as 95 percent. You can't stop the data coming at you, but you can stop storing redundant copies of it.

Confidence in a connected world.





What if a laptop is lost?

PUT SECURITY FIRST.

The average cost of a lost, unencrypted laptop is \$50,000. Our advanced **encryption** software stops unauthorized access to laptops, desktops, even removable storage devices. A lost laptop may not be a big deal, but your confidential files are.

Confidence in a connected world.  symantec.

Largest U.S. Corporations



Mattel The Kit Kittredge movie helped its American Girl brand hit record revenues. **No. 415**

RANK 2008	RANK 2007	COMPANY	REVENUES		PROFITS		ASSETS		STOCKHOLDERS' EQUITY		MARKET VALUE		PROFITS AS % OF ...			EARNINGS PER SHARE			TOTAL RETURN TO INVESTORS			Industry table number	RANK 2008						
			\$ millions	% change from 2007	\$ millions	Rank	% change from 2007	\$ millions	Rank	\$ millions	Rank	\$ millions	Rank	% Rank	% Rank	% Rank	2008 \$	% change from 2007	1998-2008 annual growth rate %	2008 %	Rank			1998-2008 annual rate %	Rank				
381	321	WELLCARE HEALTH PLANS Tampa	6,521.9	21.0	(36.8)	377	(117.0)	2,203.5	476	805.8	417	489.1	425	(0.6)	382	(1.7)	403	(4.6)	376	(0.89)	(117.2)	—	(69.7)	394	—	26	381		
382	462	KEYCORP Cleveland	6,499.0	(17.5)	(1,468.0)	455	(259.7)	104,531.0	52	10,480.0	108	4,115.9	266	(22.6)	470	(1.4)	398	(14.0)	401	(3.36)	(244.8)	—	(61.0)	347	(8.2)	323	8	382	
383	412	FRONTIER OIL Houston	6,498.8	25.2	80.2	351	(83.9)	2,018.5	482	1,051.1	403	1,454.9	377	1.2	336	4.0	236	7.6	302	0.77	(83.3)	18.8	44	(68.5)	387	27.4	6	48	383
384	409	ROSS STORES Pleasanton, Calif.	6,486.1	8.6	305.4	270	17.0	2,355.5	473	996.4	408	4,745.7	242	4.7	211	13.0	50	30.7	53	2.33	22.6	12.8	88	17.6	9	12.6	49	57	384
385	363	CHARTER COMMUNICATIONS St. Louis [®]	6,479.0	7.9	(2,451.0)	469	—	13,882.0	241	(10,506.0)	495	12.0	462	(37.8)	482	(17.7)	471	—	—	(6.56)	—	—	—	(93.0)	449	—	—	58	385
386	378	AUTOLIV Auburn Hills, Mich.	6,473.2	(4.4)	164.7	320	(42.8)	5,205.6	394	2,116.5	322	1,297.7	385	2.5	292	3.2	266	7.8	299	2.28	(38.0)	2.2	207	(57.3)	320	(3.1)	271	44	386
387	352	NEWELL RUBBERMAID Atlanta	6,470.6	0.9	(52.3)	382	(111.2)	6,792.5	351	1,614.2	359	1,915.5	363	(0.8)	386	(0.8)	392	(3.2)	371	(0.19)	(111.3)	—	(60.4)	342	(10.5)	339	29	387	
388	410	AMERICAN FAMILY INSURANCE GROUP Madison	6,431.3	(7.7)	(297.9)	404	(461.4)	15,501.8	226	4,163.0	224	—	—	(4.6)	416	(1.9)	406	(7.2)	382	—	—	—	—	—	—	—	38	388	
389	390	HENRY SCHEIN Melville, N.Y.	6,407.6	6.8	243.1	290	13.0	3,599.6	447	1,932.2	338	3,575.3	283	3.8	248	6.8	148	12.6	242	2.67	13.1	29.9	11	(40.2)	223	5.1	143	68	389
390	362	DOMTAR Fort Mill, S.C.	6,394.0	—	(573.0)	422	—	6,104.0	369	2,143.0	319	475.4	426	(9.0)	443	(9.4)	450	(26.7)	417	(1.11)	—	—	—	(78.3)	420	—	24	390	
391	386	MCGRAW-HILL New York	6,355.1	(6.2)	799.5	176	(21.1)	6,080.1	371	1,282.3	389	7,769.1	192	12.6	66	13.1	47	62.3	13	2.51	(14.6)	11.6	95	(45.7)	259	0.8	213	51	391
392	282	OMNICARE Covington, Ky.	6,310.6	1.5	156.1	325	36.9	7,459.7	335	3,421.4	251	2,869.6	307	2.5	295	2.1	309	4.6	323	1.32	40.4	3.9	193	22.2	6	(1.9)	254	28	392
393	394	PULTE HOMES Bloomfield Hills, Mich.	6,289.5	(32.1)	(1,473.1)	456	—	7,708.5	329	2,835.7	276	2,947.9	304	(23.4)	472	(19.1)	473	(51.9)	433	(5.81)	—	—	—	5.1	16	5.2	141	30	393
394	399	VISA San Francisco ¹²	6,263.0	74.5	804.0	174	—	34,981.0	119	21,141.0	43	45,894.5	36	12.8	64	2.3	302	3.8	335	—	—	—	—	—	—	—	—	19	394
395	396	PITNEY BOWES Stamford, Conn.	6,262.3	2.2	419.8	243	14.5	8,736.4	307	(187.9)	471	4,951.7	234	6.7	164	4.8	216	—	—	2.00	20.5	(0.3)	229	(30.0)	163	(6.1)	309	11	395
396	306	GENERAL CABLE Highland Heights, Ky.	6,230.1	35.0	217.2	304	4.1	3,840.4	440	708.4	422	1,072.1	399	3.5	258	5.7	176	30.7	52	4.07	6.5	7.9	153	(75.9)	411	(0.6)	229	15	396
397	312	CIT GROUP New York ²⁰	6,228.9	(27.6)	(2,799.5)	474	—	80,448.9	58	8,124.3	135	1,193.5	390	(44.9)	488	(3.5)	416	(34.5)	426	(11.06)	—	—	—	(79.9)	427	—	8	397	
398	371	FIRST AMERICAN CORP. Santa Ana, Calif.	6,213.8	(24.2)	(26.3)	374	—	8,730.1	308	2,691.9	289	2,485.0	331	(0.4)	377	(0.3)	381	(1.0)	363	(0.28)	—	—	—	(12.5)	63	0.8	211	38	398
399	430	RYDER SYSTEM Miami	6,203.7	(5.5)	199.9	309	(21.3)	6,689.5	353	1,345.2	383	1,577.9	374	3.2	273	3.0	274	14.9	205	3.52	(17.0)	5.0	183	(16.1)	81	6.3	124	63	399
400	423	NEWMONT MINING Greenwood Village, Colo.	6,199.0	9.8	853.0	170	—	15,839.0	221	7,102.0	151	22,331.8	69	13.8	58	5.4	187	12.0	253	1.87	—	—	—	(15.9)	79	9.1	79	43	400
401	466	AFFILIATED COMPUTER SERVICES Dallas ⁹	6,160.6	6.7	329.0	262	30.0	6,469.4	360	2,308.4	310	4,575.5	250	5.3	197	5.1	203	14.3	212	3.32	33.3	19.6	36	1.9	22	7.4	109	34	401
402	438	SPX Charlotte	6,144.0	20.0	247.9	289	(15.7)	6,121.6	368	2,010.8	332	2,498.0	330	4.0	241	4.0	233	12.3	245	4.59	(12.1)	—	—	(60.1)	340	2.8	183	33	402
403	418	ECOLAB St. Paul	6,137.5	12.2	448.1	232	4.9	4,756.9	408	1,571.6	362	8,089.6	189	7.3	150	9.4	89	28.5	66	1.80	5.9	9.6	126	(30.5)	167	8.1	100	7	403
404	381	ANIXTER INTERNATIONAL Glenview, Ill.	6,136.6	4.8	195.7	311	(22.8)	3,091.7	457	1,035.8	406	1,170.5	392	3.2	275	6.3	161	18.9	141	5.07	(15.5)	13.3	83	(51.6)	291	5.6	135	65	404
405	408	EMBARQ Overland Park, Kan.	6,124.0	(3.8)	769.0	183	12.6	8,371.0	314	(608.0)	477	5,414.0	222	12.6	67	9.2	97	—	—	5.22	17.6	—	—	(22.4)	115	—	—	58	405
406	420	WESCO INTERNATIONAL Pittsburgh	6,110.8	1.8	212.7	307	(11.6)	2,721.0	467	732.0	420	830.5	409	3.5	259	7.8	126	29.1	62	4.91	(1.6)	—	—	(51.5)	290	—	—	65	406
407	372	HEXION SPECIALTY CHEMICALS Columbus	6,093.0	4.9	(1,190.0)	448	—	3,180.0	455	(2,218.0)	487	—	—	(19.5)	464	(37.4)	493	—	—	—	—	—	—	—	—	—	—	7	407
408	398	BLACK & DECKER Towson, Md.	6,086.1	(7.3)	293.6	276	(43.3)	5,183.3	396	1,124.8	397	1,897.2	365	4.8	207	5.7	175	26.1	83	4.82	(38.6)	—	—	(38.1)	209	(1.4)	246	29	408
409	389	THRIVENT FINANCIAL FOR LUTHERANS Minneapolis	6,060.6	(1.2)	(329.7)	408	(177.7)	52,498.9	75	3,934.7	233	—	—	(5.4)	425	(0.6)	389	(8.4)	389	—	—	—	—	—	—	—	—	35	409
410	397	FRANKLIN RESOURCES San Mateo, Calif. ¹²	6,032.4	(2.8)	1,588.2	100	(10.4)	9,176.5	301	7,074.4	152	12,624.2	140	26.3	13	17.3	14	22.5	107	6.67	(5.1)	12.9	87	(43.7)	245	8.2	98	55	410
411	376	AVIS BUDGET GROUP Parsippany, N.J.	5,984.0	0.0	(1,124.0)	445	—	11,318.0	270	93.0	464	96.5	450	(18.8)	462	(9.9)	454	(1,208.6)	465	(11.04)	—	—	—	(94.6)	451	(30.8)	376	5	411
412	417	HARLEY-DAVIDSON Milwaukee	5,971.3	(2.8)	654.7	194	(29.9)	7,828.6	325	2,115.6	323	3,377.7	291	11.0	82	8.4	112	30.9	50	2.79	(25.4)	15.0	71	(61.9)	351	(2.2)	259	62	412
413	414	ALERIS INTERNATIONAL Beachwood, Ohio ^{12,12}	5,968.2	(8.6)	(305.4)	405	—	4,851.6	405	618.0	432	—	—	(5.1)	421	(6.3)	437	(49.4)	432	—	—	—	—	—	—	—	—	42	413
414	396	CORNING Corning, N.Y.	5,948.0	1.5	5,257.0	22	144.5	19,256.0	199	13,443.0	76	21,086.2	76	88.4	1	27.3	3	39.1	30	3.32	147.8	19.6	37	(59.8)	335	(4.1)	284	45	414
415	393	MATTEL El Segundo, Calif.	5,918.0	(0.9)	379.6	253	(36.7)	4,675.0	415	2,117.1	321	4,333.9	260	6.4	169	8.1	119	17.9	156	1.05	(31.8)	(0.5)	230	(11.8)	59	(1.5)	248	69	415
416	417	TENNECO Lake Forest, Ill.	5,916.0	(4.3)	(415.0)	417	—	2,828.0	465	(251.0)	472	87.2	451	(7.0)	431	(14.7)	468	—	—	(8.95)	—	—	—	(88.7)	446	(16.8)	355	44	416
417	406	STARWOOD HOTELS & RESORTS White Plains, N.Y.	5,907.0	(4.0)	329.0	263	(39.3)	9,703.0	294	1,621.0	358	2,537.8	322	5.6	191	3.4	254	20.3	130	1.77	(31.1)	(9.2)	257	(58.4)	329	1.7	201	31	417
418	461	ADVANCED MICRO DEVICES Sunnyvale, Calif.	5,881.0	(2.2)	(3,098.0)	476	—	7,675.0	330	(82.0)	468	2,051.4	353	(52.7)	490	(40.4)	495	—	—	(5.10)	—	—	—	(71.2)	398	(17.3)	359	56	418
419	484	SYMANTEC Cupertino, Calif. ⁵	5,874.4	13.0	463.9	227	14.7	18,092.1	205	10,973.2	105	12,273.7	144	7.9	136	2.6	290	4.2	328	0.52	26.8	11.3	100	(16.2)	82	17.4	23	10	419
420	484	HOLLY Dallas	5,867.7	22.5	120.6	336	(63.9)	1,874.2	485	541.5	439	1,121.6	396	2.1	307	6.4	157	22.3	109	2.38	(60.2)	26.3							

Largest U.S. Corporations

RANK 2008	RANK 2007	Company	REVENUES		PROFITS		ASSETS		STOCKHOLDERS' EQUITY		
			\$ millions	% change from 2007	\$ millions	Rank	% change from 2007	\$ millions	Rank	\$ millions	Rank
381	321	WELLCARE HEALTH PLANS Tampa	6,521.9	21.0	(36.8)	377	(117.0)	2,203.5	476	805.8	417
382	462	KEYCORP Cleveland	6,499.0	(17.5)	(1,468.0)	455	(259.7)	104,531.0	52	10,480.0	108
383	412	FRONTIER OIL Houston	6,498.8	25.2	80.2	351	(83.9)	2,018.5	482	1,051.1	403
384	409	ROSS STORES Pleasanton, Calif.	6,486.1	8.6	305.4	270	17.0	2,355.5	473	996.4	408
385	363	CHARTER COMMUNICATIONS St. Louis ¹⁰	6,479.0	7.9	(2,451.0)	469	—	13,882.0	241	(10,506.0)	495
386	378	AUTOLIV Auburn Hills, Mich.	6,473.2	(4.4)	164.7	320	(42.8)	5,205.6	394	2,116.5	322
387	352	NEWELL RUBBERMAID Atlanta	6,470.6	0.9	(52.3)	382	(111.2)	6,792.5	351	1,614.2	359
388	410	AMERICAN FAMILY INSURANCE GROUP Madison	6,431.3	(7.7)	(297.9)	404	(461.4)	15,501.8	226	4,163.0	224
389	390	HENRY SCHEIN Melville, N.Y.	6,407.6	6.8	243.1	290	13.0	3,599.6	447	1,932.2	338
390	362	DOMTAR Fort Mill, S.C.	6,394.0	—	(573.0)	422	—	6,104.0	369	2,143.0	319
391	386	MCGRAW-HILL New York	6,355.1	(6.2)	799.5	176	(21.1)	6,080.1	371	1,282.3	389
392	282	OMNICARE Covington, Ky.	6,310.6	1.5	156.1	325	36.9	7,459.7	335	3,421.4	251
393	394	PULTE HOMES Bloomfield Hills, Mich.	6,289.5	(32.1)	(1,473.1)	456	—	7,708.5	329	2,835.7	276
394	399	VISA San Francisco ¹²	6,263.0	74.5	804.0	174	—	34,981.0	119	21,141.0	43
395	396	PITNEY BOWES Stamford, Conn.	6,262.3	2.2	419.8	243	14.5	8,736.4	307	(187.9)	471
396	306	GENERAL CABLE Highland Heights, Ky.	6,230.1	35.0	217.2	304	4.1	3,840.4	440	708.4	422
397	312	CIT GROUP New York ¹⁰	6,228.9	(27.6)	(2,799.5)	474	—	80,448.9	58	8,124.3	135
398	371	FIRST AMERICAN CORP. Santa Ana, Calif.	6,213.8	(24.2)	(26.3)	374	—	8,730.1	308	2,691.9	289
399	430	RYDER SYSTEM Miami	6,203.7	(5.5)	199.9	309	(21.3)	6,689.5	353	1,345.2	383
400	423	NEWMONT MINING Greenwood Village, Colo.	6,199.0	9.8	853.0	170	—	15,839.0	221	7,102.0	151
401	466	AFFILIATED COMPUTER SERVICES Dallas ⁹	6,160.6	6.7	329.0	262	30.0	6,469.4	360	2,308.4	310
402	438	SPX Charlotte	6,144.0	20.0	247.9	289	(15.7)	6,121.6	368	2,010.8	332
403	418	ECOLAB St. Paul	6,137.5	12.2	448.1	232	4.9	4,756.9	408	1,571.6	362
404	381	ANIXTER INTERNATIONAL Glenview, Ill.	6,136.6	4.8	195.7	311	(22.8)	3,091.7	457	1,035.8	406
405	408	EMBARQ Overland Park, Kan.	6,124.0	(3.8)	769.0	183	12.6	8,371.0	314	(608.0)	477
406	420	WESCO INTERNATIONAL Pittsburgh	6,110.8	1.8	212.7	307	(11.6)	2,721.0	467	732.0	420
407	372	HEXION SPECIALTY CHEMICALS Columbus	6,093.0	4.9	(1,190.0)	448	—	3,180.0	455	(2,218.0)	487
408	398	BLACK & DECKER Towson, Md.	6,086.1	(7.3)	293.6	276	(43.3)	5,183.3	396	1,124.8	397
409	389	THRIVENT FINANCIAL FOR LUTHERANS Minneapolis	6,060.6	(1.2)	(329.7)	408	(177.7)	52,498.9	75	3,934.7	233
410	411	FRANKLIN RESOURCES San Mateo, Calif. ¹²	6,032.4	(2.8)	1,588.2	100	(10.4)	9,176.5	301	7,074.4	152
411	397	AVIS BUDGET GROUP Parsippany, N.J.	5,984.0	0.0	(1,124.0)	445	—	11,318.0	270	93.0	464
412	376	HARLEY-DAVIDSON Milwaukee	5,971.3	(2.8)	654.7	194	(29.9)	7,828.6	325	2,115.6	323
413	417	ALERIS INTERNATIONAL Beachwood, Ohio ^{12,13}	5,968.2	(8.6)	(305.4)	405	—	4,851.6	405	618.0	432
414	413	CORNING Corning, N.Y.	5,948.0	1.5	5,257.0	22	144.5	19,256.0	199	13,443.0	76
415	393	MATTEL El Segundo, Calif.	5,918.0	(0.9)	379.6	253	(36.7)	4,675.0	415	2,117.1	321
416	396	TENNECO Lake Forest, Ill.	5,916.0	(4.3)	(415.0)	417	—	2,828.0	465	(251.0)	472
417	418	STARWOOD HOTELS & RESORTS White Plains, N.Y.	5,907.0	(4.0)	329.0	263	(39.3)	9,703.0	294	1,621.0	358
418	461	ADVANCED MICRO DEVICES Sunnyvale, Calif.	5,881.0	(2.2)	(3,098.0)	476	—	7,675.0	330	(82.0)	468
419	484	SYMANTEC Cupertino, Calif. ⁵	5,874.4	13.0	463.9	227	14.7	18,092.1	205	10,973.2	105
420	484	HOLLY Dallas	5,867.7	22.5	120.6	336	(63.9)	1,874.2	485	541.5	439

Definitions, explanations, and footnotes start on page F-28.



Mattel The Kit Kittredge movie helped its American Girl brand hit record revenues.

No. 415

RANK 2008	RANK 2007	Company	MARKET VALUE		PROFITS AS % OF ...			EARNINGS PER SHARE			TOTAL RETURN TO INVESTORS			Industry table number	RANK 2008					
			\$ millions	Rank	REVENUES % Rank	ASSETS % Rank	STOCKHOLDERS' EQUITY % Rank	2008 \$	% change from 2007	1998-2008 annual growth rate % Rank	2008 % Rank	1998-2008 annual rate % Rank								
381	425	WELLCARE HEALTH PLANS Tampa	489.1	425	(0.6)	382	(1.7)	403	(4.6)	376	(0.89)	(117.2)	—	(69.7)	394	—	26	381		
382	266	KEYCORP Cleveland	4,115.9	266	(22.6)	470	(1.4)	398	(14.0)	401	(3.36)	(244.8)	—	(61.0)	347	(8.2)	323	8	382	
383	377	FRONTIER OIL Houston	1,454.9	377	1.2	336	4.0	236	7.6	302	0.77	(83.3)	18.8	44	(68.5)	387	27.4	6	48	383
384	242	ROSS STORES Pleasanton, Calif.	4,745.7	242	4.7	211	13.0	50	30.7	53	2.33	22.6	12.8	88	17.6	9	12.6	49	57	384
385	462	CHARTER COMMUNICATIONS St. Louis ¹⁰	12.0	462	(37.8)	482	(17.7)	471	—	—	(6.56)	—	—	—	(93.0)	449	—	—	58	385
386	385	AUTOLIV Auburn Hills, Mich.	1,297.7	385	2.5	292	3.2	266	7.8	299	2.28	(38.0)	2.2	207	(57.3)	320	(3.1)	271	44	386
387	363	NEWELL RUBBERMAID Atlanta	1,915.5	363	(0.8)	386	(0.8)	392	(3.2)	371	(0.19)	(111.3)	—	(60.4)	342	(10.5)	339	29	387	
388	410	AMERICAN FAMILY INSURANCE GROUP Madison	—	—	(4.6)	416	(1.9)	406	(7.2)	382	—	—	—	—	—	—	—	—	38	388
389	283	HENRY SCHEIN Melville, N.Y.	3,575.3	283	3.8	248	6.8	148	12.6	242	2.67	13.1	29.9	11	(40.2)	223	5.1	143	68	389
390	426	DOMTAR Fort Mill, S.C.	475.4	426	(9.0)	443	(9.4)	450	(26.7)	417	(1.11)	—	—	(78.3)	420	—	—	24	390	
391	192	MCGRAW-HILL New York	7,769.1	192	12.6	66	13.1	47	62.3	13	2.51	(14.6)	11.6	95	(45.7)	259	0.8	213	51	391
392	307	OMNICARE Covington, Ky.	2,869.6	307	2.5	295	2.1	309	4.6	323	1.32	40.4	3.9	193	22.2	6	(1.9)	254	28	392
393	304	PULTE HOMES Bloomfield Hills, Mich.	2,947.9	304	(23.4)	472	(19.1)	473	(51.9)	433	(5.81)	—	—	—	5.1	16	5.2	141	30	393
394	36	VISA San Francisco ¹²	45,894.5	36	12.8	64	2.3	302	3.8	335	—	—	—	—	—	—	—	—	19	394
395	234	PITNEY BOWES Stamford, Conn.	4,951.7	234	6.7	164	4.8	216	—	—	2.00	20.5	(0.3)	229	(30.0)	163	(6.1)	309	11	395
396	399	GENERAL CABLE Highland Heights, Ky.	1,072.1	399	3.5	258	5.7	176	30.7	52	4.07	6.5	7.9	153	(75.9)	411	(0.6)	229	15	396
397	390	CIT GROUP New York ¹⁰	1,193.5	390	(44.9)	488	(3.5)	416	(34.5)	426	(11.06)	—	—	(79.9)	427	—	—	8	397	
398	331	FIRST AMERICAN CORP. Santa Ana, Calif.	2,485.0	331	(0.4)	377	(0.3)	381	(1.0)	363	(0.28)	—	—	(12.5)	63	0.8	211	38	398	
399	374	RYDER SYSTEM Miami	1,577.9	374	3.2	273	3.0	274	14.9	205	3.52	(17.0)	5.0	183	(16.1)	81	6.3	124	63	399
400	69	NEWMONT MINING Greenwood Village, Colo.	22,331.8	69	13.8	58	5.4	187	12.0	253	1.87	—	—	(15.9)	79	9.1	79	43	400	
401	250	AFFILIATED COMPUTER SERVICES Dallas ⁹	4,575.5	250	5.3	197	5.1	203	14.3	212	3.32	33.3	19.6	36	1.9	22	7.4	109	34	401
402	330	SPX Charlotte	2,498.0	330	4.0	241	4.0	233	12.3	245	4.59	(12.1)	—	(60.1)	340	2.8	183	33	402	
403	189	ECOLAB St. Paul	8,089.6	189	7.3	150	9.4	89	28.5	66	1.80	5.9	9.6	126	(30.5)	167	8.1	100	7	403
404	392	ANIXTER INTERNATIONAL Glenview, Ill.	1,170.5	392	3.2	275	6.3	161	18.9	141	5.07	(15.5)	13.3	83	(51.6)	291	5.6	135	65	404
405	222	EMBARQ Overland Park, Kan.	5,414.0	222	12.6	67	9.2	97	—	—	5.22	17.6	—	(22.4)	115	—	—	58	405	
406	409	WESCO INTERNATIONAL Pittsburgh	830.5	409	3.5	259	7.8	126	29.1	62	4.91	(1.6)	—	(51.5)	290	—	—	65	406	
407	—	HEXION SPECIALTY CHEMICALS Columbus	—	—	(19.5)	464	(37.4)	493	—	—	—	—	—	—	—	—	—	—	7	407
408	365	BLACK & DECKER Towson, Md.	1,897.2	365	4.8	207	5.7	175	26.1	83	4.82	(38.6)	—	(38.1)	209	(1.4)	246	29	408	
409	—	THRIVENT FINANCIAL FOR LUTHERANS Minneapolis	—	—	(5.4)	425	(0.6)	389	(8.4)	389	—	—	—	—	—	—	—	—	35	409
410	140	FRANKLIN RESOURCES San Mateo, Calif. ¹²	12,624.2	140	26.3	13	17.3	14	22.5	107	6.67	(5.1)	12.9	87	(43.7)	245	8.2	98	55	410
411	450	AVIS BUDGET GROUP Parsippany, N.J.	96.5	450	(18.8)	462	(9.9)	454	(1,208.6)	465	(11.04)	—	—	(94.6)	451	(30.8)	376	5	411	
412	291	HARLEY-DAVIDSON Milwaukee	3,377																	

“CONNECTED TO” CAMPAIGN

Symantec

Symantec Brand Advertising Campaign | “Connected To”

The strategy

Sizable portions of our key audiences did not understand the scope and scale of our offerings, and many saw Symantec as a “tactical” supplier. Our goal was to position Symantec as the strategic partner with the expertise to protect the infrastructure, information, and interactions of our digitally connected world.

The art direction

We wanted to be visually interesting and stand out from the competition. The campaign used two different photos juxtapositioned but with visual similarities. The yellow box in the middle (yellow is the brand color for Symantec) connects the two photos and tells a “connected to” story. In this manner, we were able to connect the breadth and depth of Symantec’s offerings to illustrate how they were interconnected.

The execution

Print, online, OOH, environmental signage


The campaign was created by Godfrey Q and Partners. All photos were shot specifically for Symantec. The VP of Global Marketing Communications and I oversaw the project – from research to messaging to creative execution.



The supplier is connected to
is connected to
is connected to
is connected to
the regional buyer
the channel partner
the supply chain management system
the malicious code which was just eradicated by
the world's leading enterprise security company.

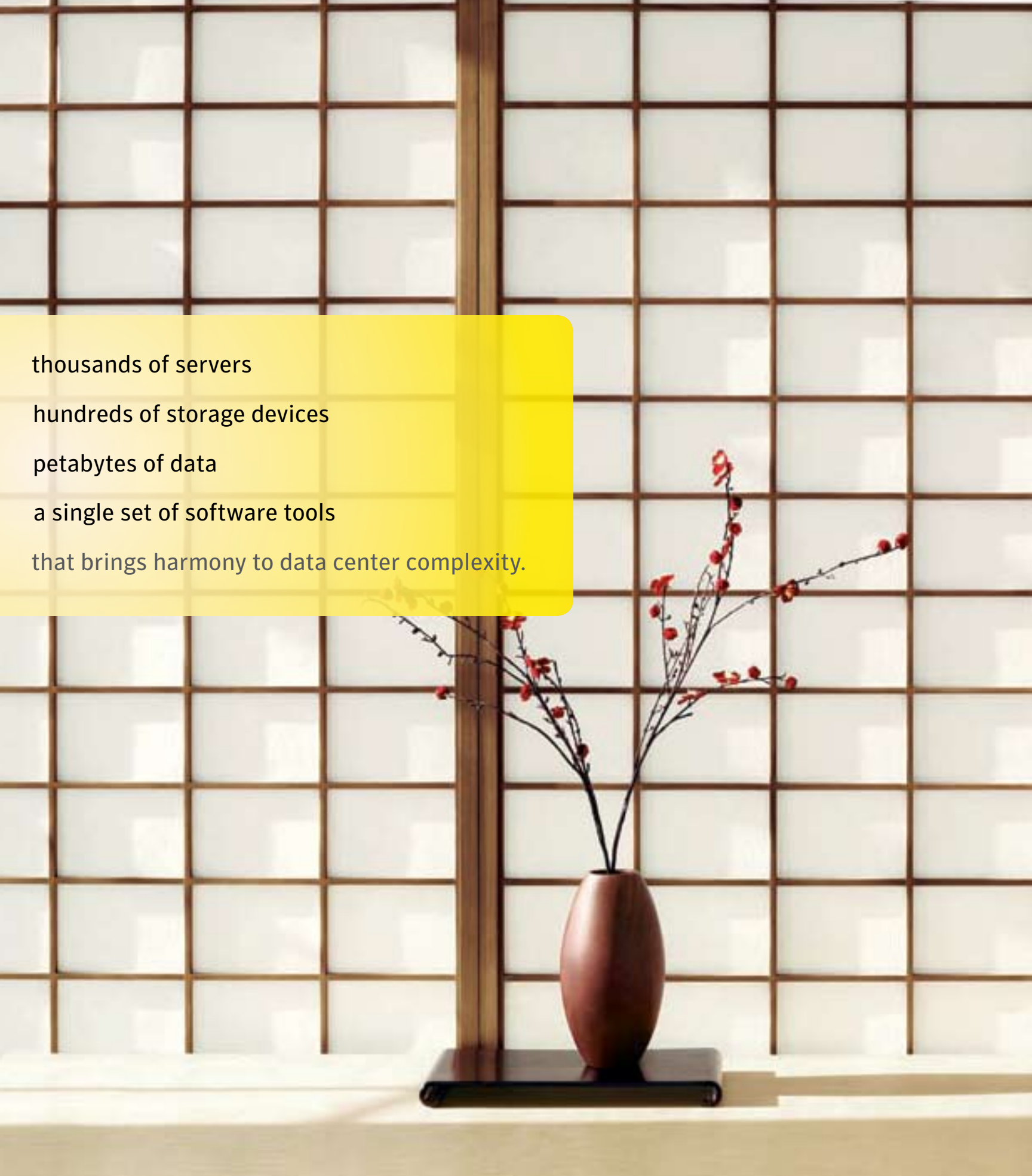
Enterprise security software that gets to threats before they get to you. Crimeware. Malicious users. Data leakage. The threat landscape is constantly changing. Symantec can provide you with global, 24/7 protection to safeguard every layer of your enterprise—from your mobile devices to your data center. Our Global Intelligence Services proactively monitor emerging threats to make sure your business is always protected. Visit symantec.com/confidence

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Confidence in a connected world.  **symantec™**

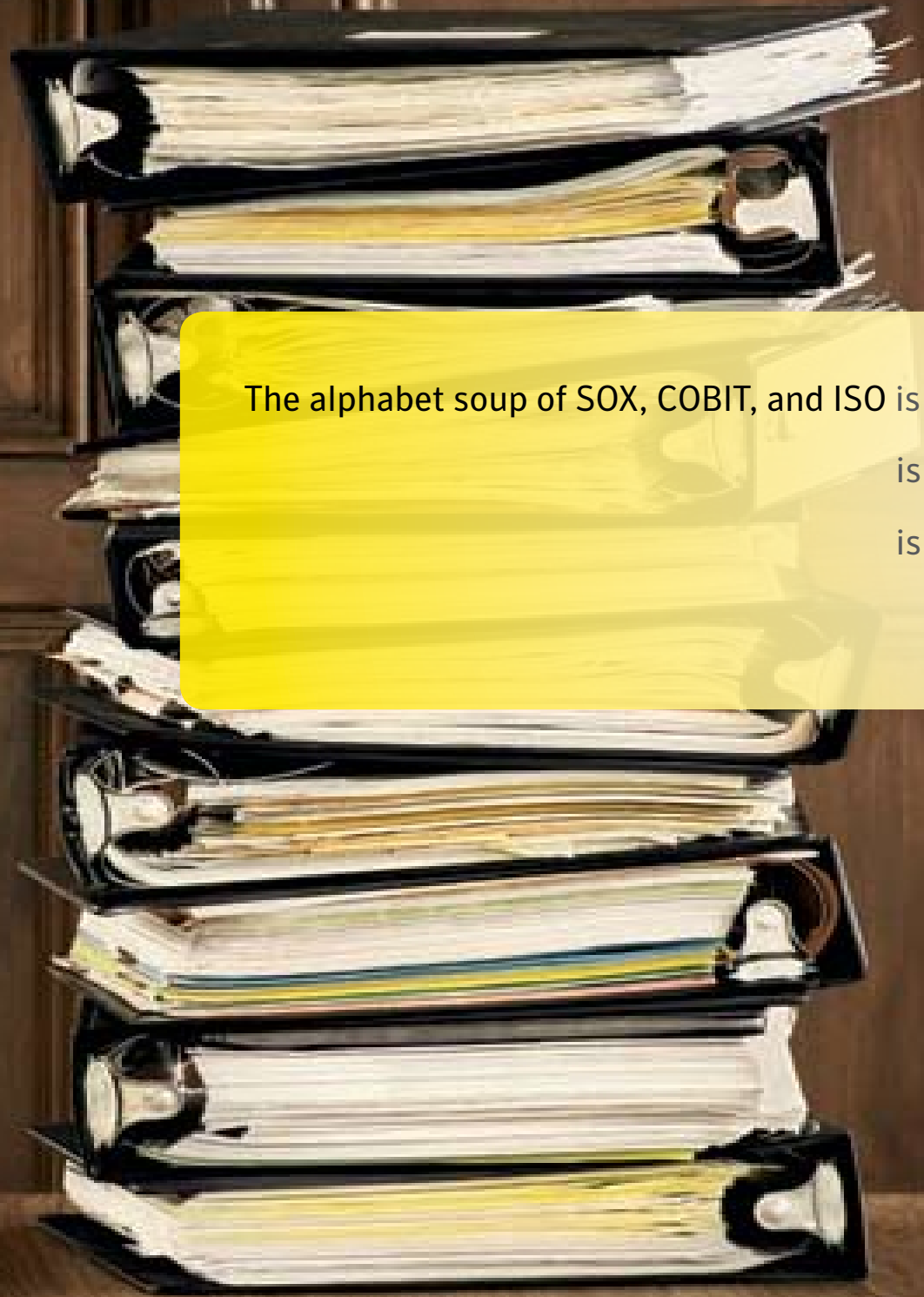


The global enterprise is connected to thousands of servers
is connected to hundreds of storage devices
is connected to petabytes of data
is connected to a single set of software tools
that brings harmony to data center complexity.

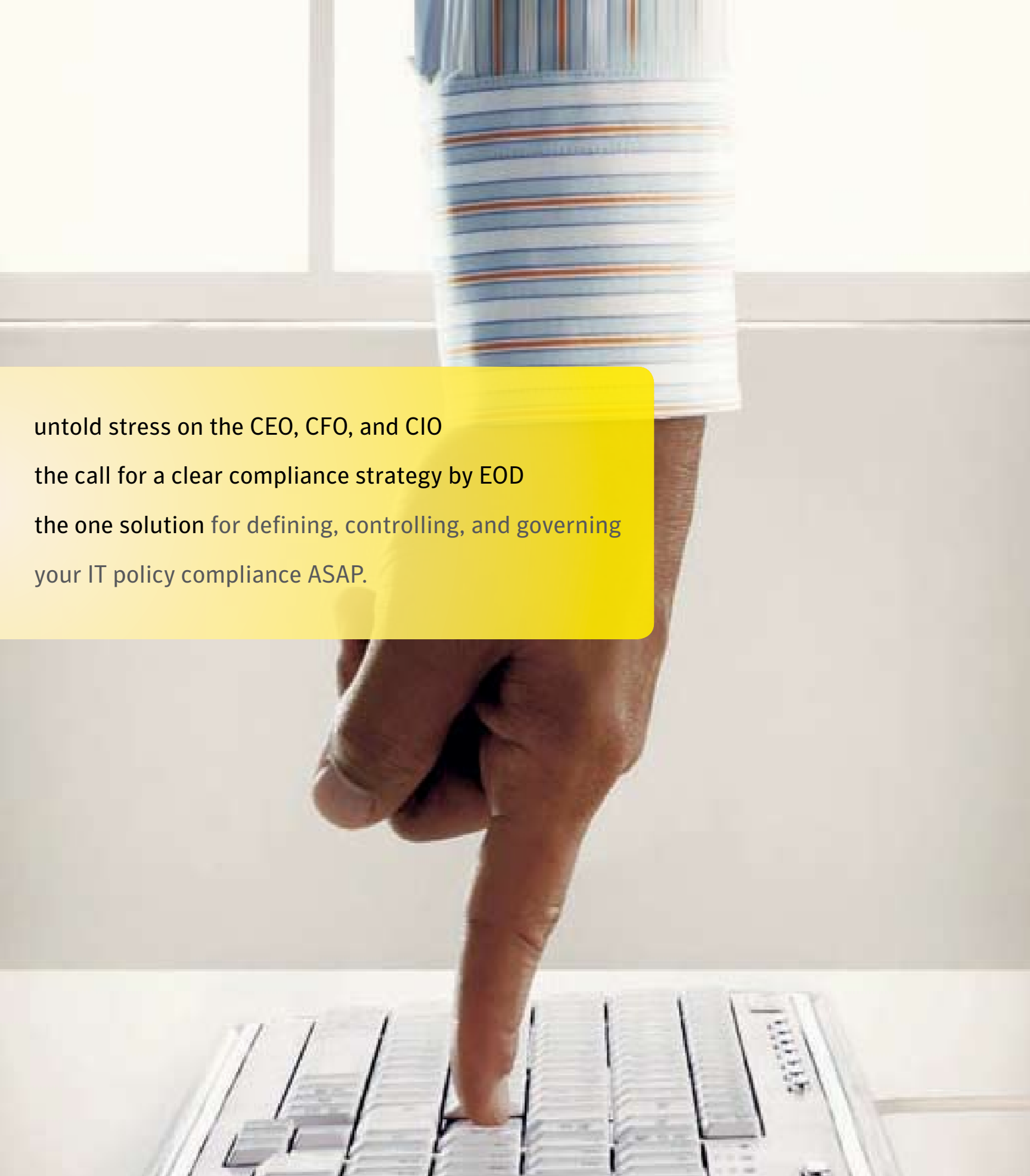


The Symantec Data Center Foundation helps you master complexity. At Symantec, we understand how the complexity of the modern data center increases costs and impairs manageability. Thanks to our Veritas cross-platform software, this infrastructure solution can help you manage the most complex, heterogeneous IT environment with a single set of tools. The cost savings can be dramatic. The same can be said for the impact on service levels. Start with our free tour: symantec.com/confidence

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The alphabet soup of SOX, COBIT, and ISO is connected to
is connected to
is connected to



untold stress on the CEO, CFO, and CIO
the call for a clear compliance strategy by EOD
the one solution for defining, controlling, and governing
your IT policy compliance ASAP.

Software that makes compliance more manageable. Aligning IT with today's compliance regulations is complicated and costly. We understand this better than anyone. Our software distills the most common compliance regulations and business processes into clear, actionable IT policies. Our Global Services team then works for you – from assessment to implementation – to provide a solution that's tailored to your needs. For a better view of compliance, visit symantec.com/confidence

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Your global business is connected to
your distributor
is connected to
your customer
is connected to
your IT infrastructure
is connected to
the nonstop flow of data which our software protects
so your business is always open for business.

your distributor
your customer
your IT infrastructure
the nonstop flow of data which our software protects
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