

AdvertisingAge®

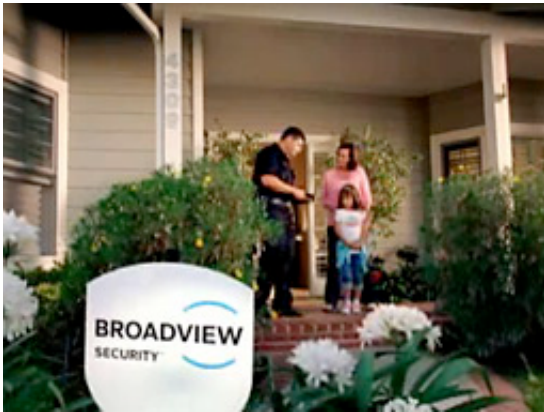
Brink's Set to Unveil \$120 Million Rebranding Effort

Home-Security Company Will Promote Name Change With Ad Push

By [Natalie Zmuda](#)

Published: June 30, 2009

NEW YORK (AdAge.com) -- At a time when awareness of its brand is arguably at an all-time high, thanks to consumer paranoia brought on by the recession and a series of chilling ads, Brink's Home Security is spending \$120 million on marketing in the next two years to rebrand with a new name.



Broadview expects to spend between \$70 million and \$120 million on marketing during the next two to three years to promote its new identity.

As part of the spinoff of Brink's Home Security Holdings from its parent company last fall, the company will change its name to Broadview Security. The moniker was created by Landor & Associates and will be unveiled tomorrow with a marketing campaign crafted by DraftFCB, Chicago.

Security top of mind

The shift comes during a recession when home-security brands are top of mind as consumers increasingly fear crime. That's led to growing sales and subscribers for home-security companies such as Brink's, which is among the better-known names in the field. "The trust consumers need to have in this type of service provider is particularly important," said Denise Lee Yohn, a consulting partner at Brand as Business.

"Trying to transfer that trust from Brink's to a different name is particularly challenging. People are looking for proven suppliers with reputable names."

Dave Simon, a spokesman for Broadview, said there's "a lot of institutional strength to the former name," adding that is why the company is moving forward quickly, ensuring it has plenty of time to transition customers. To make the transition easier, Broadview plans to use the tagline "The next generation of Brink's Home Security."

To promote its new identity, Broadview expects to spend between \$70 million and \$120 million on marketing during the next two to three years. In the second half of this year, the company expects to spend between \$20 million and \$24 million. That is in addition to the company's annual marketing budget of \$42 million.

The ad approach is also likely to remind consumers of Brink's, with direct-response TV ads making up the bulk of the media spending and spots slated to break July 6 on more than 40 cable channels. One spot is a straightforward introduction of the new name, while a second commercial is a lot more Brink's-like, in the vein of that have been criticized as fear mongering in [recent spots](#).

In the spot "Backyard," a woman plays soccer with her daughter, while a man peeks through the backyard fence. When the woman and child go inside for lunch, the would-be burglar follows them and smashes open the door.

Sticking with same messaging

Mr. Simon confirmed that Broadview would stick with similar messages and situations in its advertising. He declined to comment on criticisms of past ads using approaches similar to "Backyard." The campaign will also include digital advertising, yellow pages, direct mail and an expanded public relations effort.

Dean Crutchfield, an independent branding consultant, said Broadview's three-year transition phase is generous, as most brand transitions are given about 12 months. Broadview is also taking a different direction, he said, by introducing the new name immediately as most brands undertaking a similar task have relied on a more drawn-out transition. "Clearly, they've said, 'We've got a hot market at the moment, so we need to [take] the opportunity we have right now,'" Mr. Crutchfield said. "It's the perfect time for them to make a clear statement about this enterprise."