Company: PRecious Communications, Singapore
Company Description: Precious Communications is an integrated communications agency that has rapidly grown from its headquarters in Singapore to become a significant player across Southeast Asia. The firm offers a comprehensive suite of services, including public relations, social media, digital marketing, content creation, and corporate branding.
Nomination Category: Thought Leadership Categories
Nomination Sub Category: Thought Leadership Campaign of the Year - Business Products
Nomination Title: Igniting Trust, Awareness and Action: Palo Alto Networks' AI-Focused Cybersecurity Conversations Across ASEAN

2025 GOLD STEVIE WINNER

HOW TO ENTER >

1. If you are providing written answers to the questions for this category, you must answer this first question: Specify the date on which this campaign or program was launched:

   The campaign launched beginning March 19, 2024, in Singapore, with subsequent launches across Thailand, the Philippines, Indonesia, and Malaysia by June 2024.

2. Which will you submit for this nomination, a video of up to five (5) minutes in length about the nominated campaign or program, OR written answers to the questions for this category? CHOOSE ONE:

   Written answers to the questions

3. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.

   This submission introduces the comprehensive campaign executed by PRecious Communications for Palo Alto Networks, aimed at establishing the company as the leading AI cybersecurity authority across five ASEAN markets. Launched beginning March 2024, the initiative sought to elevate regional conversations surrounding AI in cybersecurity, moving beyond generalized hype to address specific local challenges.

   The core objective was to position Palo Alto Networks as a trusted authority capable of demonstrating the practical application of AI-driven security solutions within each market's unique context. By detailing the campaign's strategic approach, execution, and demonstrable results, this submission provides a thorough overview of a program designed to ignite trust, awareness, and action across ASEAN.

4. If you are providing written answers to the questions for this category, you must answer this second question: Describe the genesis of the nominated campaign or program: the reasons it was initiated, the challenges it was created to address, the problems it was developed to solve, etc. (up to 250 words):

   Total 231 words used.

   PRecious Communications developed the "Igniting Trust, Awareness and Action" campaign to position Palo Alto Networks as a leading AI cybersecurity authority across ASEAN. The primary challenge was cutting through the noise around AI, which often oscillated between hype and skepticism, to generate nuanced discussions about the real risks and opportunities of AI in cyber defense.

   The campaign needed to address several complex challenges simultaneously. First, messaging had to be tailored to local realities across five diverse ASEAN markets (Singapore, Thailand, Philippines, Indonesia, and Malaysia), each with unique cybersecurity concerns and regulatory environments. Second, the team had to navigate varied media landscapes with compressed timelines, coordinating events between March and June 2024. Third, they needed to coordinate schedules for both local executives and visiting global leaders, including CIO Meerah Rajavel's first ASEAN visit.

   The initiative aimed to solve the fundamental problem of establishing Palo Alto Networks as a trusted global AI cybersecurity company that understands and effectively addresses unique local challenges faced by organizations in the region. By combining localized messaging with global expertise, the campaign sought to demonstrate how AI-powered cybersecurity solutions could address region-specific threats while building credibility through strategic partnerships with government agencies like CyberSecurity Malaysia and the Department of Social Welfare and Development in the Philippines. This approach would position Palo Alto Networks as not just a technology vendor but a trusted authority that understands regional cybersecurity challenges.

5. If you are providing written answers to the questions for this category, you must answer this third question: Describe the development of the campaign or program: the planning process, the goal setting, the subject and content development, the scheduling, etc. (up to 250 words):

   Total 245 words used.

   Working closely with Palo Alto Networks, PRecious Communications developed an integrated multi-market approach, commencing planning in early February 2024. The development phase focused on creating a cohesive strategy that would work across all target markets while allowing for local customization.

   The team established a coordinated on-ground support network across Singapore, Malaysia, Indonesia, Philippines, and Thailand for events scheduled between March and June 2024. They created a localized messaging framework that reflected national priorities and concerns in each market, incorporating specific AI solutions like Precision AI while translating technical cybersecurity concepts into market-relevant narratives that connected global threats to local business impacts.

   A strategic mix of global and regional spokespeople was leveraged, including planning for global CIO Meerah Rajavel's first ASEAN visit. The team prepared market-specific talking points and briefing materials for all executives to ensure consistent yet locally relevant messaging.

   The development included designing different media engagement formats tailored to each market: a media briefing highlighting government partnership in the Philippines, dedicated briefings with journalists and CyberSecurity Malaysia in Malaysia, support for the flagship Ignite event with targeted interviews in Singapore, and closed-door media roundtables in Indonesia and Thailand.

   Social media amplification strategies were developed to complement earned media efforts across all markets. The planning phase also emphasized building relationships with government collaborators to enhance credibility and demonstrate Palo Alto Networks' commitment to regional security, establishing a foundation for the company to be positioned as a trusted authority that understands and addresses ASEAN-specific cybersecurity challenges.

6. If you are providing written answers to the questions for this category, you must answer this fourth question: Outline the activities and concrete results of this campaign or program since the beginning of January 2023. Even if your initiative started before January 2023, limit your response to activities and results since the beginning of January 2023 only (up to 250 words):

   Total 206 words used.

   Market-specific activities included the official campaign launch in Singapore on March 19, 2024, featuring targeted media engagement around the flagship Ignite event, followed by Thailand's launch on March 21 with closed-door roundtables allowing deep journalist interactions with executives. The Philippines and Indonesia launches both occurred on June 6, with the Philippines featuring a media briefing anchored by the DSWD partnership and Indonesia focusing on the Cloud Landing launch. Malaysia's launch on June 11 included a dedicated briefing with CyberSecurity Malaysia.

   These activities yielded impressive quantitative results: 40+ media interactions with Tier-1 business and tech outlets across the region. Market-specific coverage included 9 media interactions and 4.5+ million impressions in the Philippines, 5 media interactions and 7.8+ million impressions in Malaysia, 12 media interactions and 422+ million impressions in Thailand, 13 media interactions and 229+ million impressions in Indonesia, and 1 media interaction with 8+ million impressions in Singapore.

   Social media engagement across Facebook and LinkedIn generated over 146,000 impressions and 44,000 engagements. The campaign successfully shifted cybersecurity conversations from abstract risks to relatable challenges, secured coverage in influential outlets, enhanced public sector relationships through government agency participation, and established Palo Alto Networks as a credible authority on AI in cybersecurity across ASEAN.

7. You have the option to reference here any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

   Total 250 words used.

   Attachment 1_Palo Alto Network serves as evidence of the overall campaign structure and key results. It outlines the campaign's aim, strategy, and execution, featuring quantitative data on media interactions, earned media stories, and impressions across the five markets. It also includes photos from the event, providing visual confirmation of the on-ground execution.

   Attachment 2_Palo Alto Network includes six comprehensive sections that substantiate the campaign's development and success:

   Section 1: Challenge - This attachment outlines the specific problems the campaign aimed to address, including positioning Palo Alto Networks as an AI cybersecurity leader while navigating diverse ASEAN markets. This establishes the baseline against which results can be measured.

   Section 2: Strategy - This section details the integrated multi-market approach developed in early 2024, highlighting the localization of messaging and strategic use of spokespeople. This demonstrates the thoughtful planning behind the campaign.

   Section 3: Execution - This attachment provides concrete examples of how the strategy was implemented across different markets, including specific media formats, messaging frameworks, and spokesperson coordination, substantiating the campaign's methodical implementation.

   Section 4: Results - This section presents quantitative and qualitative outcomes, including the 339 earned media stories and 672+ million impressions, providing clear evidence of the campaign's impact.

   Section 5: Market-Specific Impact Highlights - This attachment offers detailed examples from each market, including specific media outlets and partnerships, validating the campaign's regional effectiveness.

   Section 6: Long-Term Sustainability - This section explains how the campaign established ongoing thought leadership positioning, demonstrating the initiative's lasting value beyond immediate media coverage.

Attachments/Videos/Links:

[Igniting Trust, Awareness and Action: Palo Alto Networks' AI-Focused Cybersecurity Conversations Across ASEAN](#)

[REDACTED FOR PUBLICATION]