

Press Release

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SECURUS SELECTS WAVELENGTH AS AGENCY OF RECORD

Taps Agency for Brand Positioning, Sales and Marketing Alignment and Integrated Marketing Communications Program

LANCASTER, PA – [Wavelength B2B](#), a marketing communications firm, headquartered in Lancaster (PA), was recently selected as the agency of record for [The Securus Group, Inc.](#)

SECURUS Group is a leading provider of insurance, bonding, benefits, human resource services, investments, and complementary services. Headquartered in Lancaster (PA) SECURUS serves individuals and businesses in Central and Eastern Pennsylvania.

SECURUS selected Wavelength to strengthen its brand positioning and provide a cohesive brand strategy for its eight divisions and multiple partnerships. As Agency of Record, Wavelength will also assist with specific strategic initiatives such as creating and executing an acquisition integration strategy. Wavelength will also provide recommendations and tactical support for cross-sell initiatives and [sales and marketing alignment](#) strategies. Wavelength will provide all graphic design, advertising creative (print, broadcast, online), interactive, direct communications, public/editorial relations, content marketing and social media services for SECURUS.

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SECURUS selected Wavelength due to the Agency's ability to provide end-to-end services: brand positioning through sales and marketing alignment. While SECURUS recognized the need to strengthen its brand positioning, the Agency search team also wanted a partner that could provide strategic recommendations and tactical support that would impact the bottom line (sales and market share increases) in a measurable way.

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Wavelength B2B is a full-service advertising agency and marketing firm that helps companies use marketing to drive top-line growth. Wavelength uses relevant messaging, audience targeting and program integration to increase marketing effectiveness. Services include strategic marketing program development, advertising, public relations, interactive and web 3.0, direct communications, graphic design and illustration. To learn more call Jennifer Peterson at 717.823.6939 or visit www.wavelengthb2b.com.