



Contact: Caroline A. Drakeley

Firm Name: Thought Marketing

E-Mail: caroline@thoughtmarketing.com

Phone: 916-833-1506

Thought Marketing and Opscura Win Global MUSE Awards for Creative Cybersecurity Re-Brand

LOS ALTOS, Calif., March 21, 2023 – Thought Marketing™, a strategic business and marketing consultancy, together with Opscura, an industrial cybersecurity solutions provider, have earned multiple international creative awards, including two Gold MUSE awards and one Silver MUSE award in the 9th Annual Creative/MUSE Design Awards.

The combined talents of Thought Marketing, in-house leadership at Opscura, and our investor's marketing group worked as one virtual team to re-brand a local Spanish secure data comms company into a global cybersecurity innovator for "cloaking" industrial networks.

The three awards include:

1. Strategic Program – Brand Refresh – Gold
2. Integrated Marketing – Brand Transformation / Repositioning – Gold
3. Corporate Identity Redesign – Silver

"Designing a differentiated and compelling company identity from scratch is a significant endeavor that takes both intuitive and analytical mindsets," said Allison J. Taylor, CEO, Thought Marketing. "I'm exceptionally pleased with the results for Opscura, as well as the flawless bi-coastal and international teamwork it took to deliver these business outcomes. Every individual in the team contributed to this win, as we worked through dozens of iterations and bullet-proofed our ideas constantly against our own highest standards of business impact."

The strategic company identity and repositioning work was chosen from over 6,300 entries from around the world. The 51 international judges from 15 countries evaluated entries based on successful creativity and design, execution, effectiveness and impact.

“The industries have gone through significant changes through the years, yet to have these entrants showcase their ability to adapt and overcome, it is certainly surprising and encouraging to our team in IAA,” Thomas Brandt, spokesperson of IAA elaborated. He continued, “it is humbling to see the level of craft displayed in the submitted works. Our most sincere commendations go out to those behind said works and for setting such a high standard for excellence for all to follow.”

About Thought Marketing

Thought Marketing provides business and marketing counsel to executive leaders in the technology sector, offering specialized expertise in cyber security (IT/OT/ IOT), enterprise software and SaaS. We participate as a trusted, experienced voice to help devise, manage, and solve a diverse range of strategic challenges, including crafting optimal messaging and positioning, designing and implementing go-to-market motions, developing creative lead generation market plays, and inspiring and coaching diverse talent. By teaming with in-house and virtual teams unique to each case, we orient resources and investments to create and execute the best possible "business wins" for our clients. Learn more at www.thoughtmarketing.com and listen to our inspirational LIFT podcast at <https://www.thoughtmarketing.com/podcasts/>.

About Opscura

Opscura protects and connects industrial networks with easy-to-use innovations that are safe to use deep within operational infrastructure. Validated by global partners such as Schneider Electric, Opscura reduces operational risks by protecting vulnerable legacy industrial assets and data, eliminating deep-level attacker footholds, and enriching threat visibility data. Brownfield and greenfield global customers rely on Opscura for OT cloaking, isolation, and Zero Trust authentication, together with simplified IT-OT connectivity. Learn more about Opscura's Spanish Basque region roots and follow us through <https://www.opscura.io>.

About Anzu Partners

Anzu Partners is an investment firm that focuses on industrial and life science technology companies with the potential to transform their industries. Anzu works with entrepreneurs to develop and commercialize technological innovations by providing capital alongside deep expertise in business development, market positioning, global connectivity, and operations.

About IAA

IAA's inception was based on a mission to honor, promote and encourage creativity by providing a new standard of excellence for evaluating media design production and distribution. At its core, MUSE Creative Awards is an international competition for creative professionals who inspire others to greater heights. With their concepts, ideas or designs, these creatives light a fire in others to strive further, thus becoming a muse.

#