

# SECURE CODE WARRIOR CASE STUDY

## Program Evolution and Brand Identity Shift

### EXECUTIVE SUMMARY

In this case study, we present the successful journey of Secure Code Warrior, their role in supporting organizations achieve Secure by Design, how we shifted our PR program and corporate narrative over the last 9 months, and how this campaign set the company up to refocus their entire company value proposition and positioning in 2025. We outline how we executed a successful analysis launch, and our approach to continue the excitement/momentum.

### INTRODUCTION

Secure Code Warrior is a Developer Risk Management Platform that transforms the way software is created. The platform enables enterprises to implement new standards for secure code – like secure by design – throughout the software development lifecycle allowing organizations to measure, manage and mitigate security risk. Secure Code Warrior has been a client of W2 Communications for over three years.



### STATEMENT OF THE PROBLEM

In 2022, the company sought a cybersecurity PR firm partner who could bolster its brand awareness with minimal direction and limited executive bench and content assets. Since day one, the program centered around thought leadership development for Secure Code Warrior's two co-founders, Pieter Danhieux and Matias Madou. The program was then customized for global regions to enable them to generate similar outcomes. With a history of limited access to executives and few internal data points or metrics to share, the PR team had to think creatively, offering reporters alternative supporting points and Secure Code Warrior-driven solutions beyond traditional statistics or data.

### DECISION CRITERIA AND CHOICE

#### *GUIDING THE PATH FORWARD*

Each year, W2 Communications exceeds quality coverage expectations, making them Secure Code Warrior's agency of choice year after year. In 2024, we collaborated and identified the right moment in time to shift the PR program/corporate narrative to Secure by Design. From there, it set the company on its journey to strategically re-position themselves as a developer risk management platform - vs. previous "security training" positioning used over the last several years.

## IMPACT AND RESULTS

Over the last three years, W2 Communications exceeds Secure Code Warrior's global coverage goals through a mix of quality interviews, content placements and relationship-building discussions. In 2024 alone, the team saw 200+ placements, with a 10% coverage increase compared to 2023.

## ALTERNATE COURSES OF ACTION: *EXPLORING SOLUTIONS*

In 2024, Secure Code Warrior sought to position itself as a leading champion for developer upskilling, establish the critical gap of benchmarking security skills, and outlined why it is a key component of Secure by Design.

W2 Communications played a pivotal role in driving this Secure by Design transformation, redefining the company's corporate narrative over the past nine months. By leveraging media outreach, thought leadership content and launching a data-driven analysis, we positioned Secure Code Warrior as an essential partner for enterprises looking to align their own security approaches with CISA's Secure by Design initiative.

The launch of Secure Code Warrior's analysis, in collaboration with Chris Inglis and Kemba Walden of Paladin Group, saw nearly 20 pieces of launch coverage – including key outlets like POLITICO, CyberScoop, Nextgov, Risky Biz and more. Post-launch, the PR team secured several byline placements and interviews around Secure by Design to continue Secure Code Warrior's established momentum.

This strategic brand shift not only elevated Secure Code Warrior's position in the cybersecurity landscape, but set the foundation for a broader company repositioning in 2025, ensuring its continued leadership in developer risk management and secure software development.

## RECOMMENDATIONS

Public relations teams play a tremendous role in shaping and elevating a brand's identity, ensuring that company messaging aligns with industry trends, business priorities and market changes. W2 Communications' collaboration with Secure Code Warrior is a perfect example of growing alongside an evolving brand. Shifting our focus to Secure by Design required not just an internal commitment, but an external storytelling strategy that reinforced Secure Code Warrior's leadership in developer-centric security.

