

ADT

LifeSaver Inspiration Stations

THE SITUATION:

ADT’s employees perform life-saving work but rarely hear the stories of the actual lives they impact. ADT asked Zeller Marketing & Design to help create an inspiration station kiosk that could be set up in branch offices with a library of documentary videos that tell a story of a life saved by the professionals at ADT.

OUR SOLUTION:

Zeller worked with the ADT video team to create a kiosk for showcasing their new series of LifeSaver short documentaries. We designed a peaceful backdrop with simplified artwork pulled from the shape of their LifeSaver award trophies and faces of actual families that ADT helped save. We used touchscreen monitors and a simple menu for navigating the stories by category (home invasions, fire and carbon monoxide). We sourced the displays and equipment, loaded them up with content and shipped them to each office—as well as patching in new stories as they’re available.

THE RESULT:

There is always a large crowd of employees gathered when unveiling an inspiration station—along with several boxes of tissues. It’s hard not to shed a tear when someone is thanking you for saving their family member or pet. The presence of the ADT LifeSaver kiosk helps remind employees that the work they do makes a difference in the world. Since the launch in 2017, we have created over a dozen kiosks with nearly 60 LifeSaver stories—and counting.

