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#### Background:

In 2012, ATSS flagged off its expansion plans by exhibiting at the Indian Fire and Security Expo. But with so many companies jostling to showcase their products and services, the challenge as a new exhibitor was to have our voice heard by reaching out to people in a memorable way.

#### Execution:

We covered up the entire ceiling of an atrium with our poster. So anyone who looked up at that ceiling saw both, God and cops, watching his every move. In a very simple manner, we promised that – with our services, God won't be the only one watching.

