



Cyber Security Awareness Best Practice Guide

Engaging Communities through
Digital-First Sustainable Campaigns

2022



Cyber Security Awareness

The Unmet Need

“Community engagement needs to be an authentic and trusted ongoing dialogue amongst the community itself. Identifying the influencers that are relevant and trusted in each territory has to be carefully planned and executed, especially when education and awareness is paramount for those accessing banking services both offline and online for the first time.”

“Traditional media does not meet today’s needs. The right approach is to use digital as a disruptor, to grab the attention of the target audience is the start of an interactive dialogue. We must inform and continually educate the online community to take action and remain safe.”

Contents

1. Strategic Planning Process

5 Step Data-led Process

2. Awareness Campaign

Overarching message, Campaign activation, Media plan

3. Timeline

Indicative 3 month campaign execution

4. Financial Considerations

Indicative budgets | Localised by market

5. Digital Marketing Services

Solutions to meet market needs

Strategic Planning Process

Strategic Planning Process

Cyber Security Awareness – 5 Step Plan

Data & Insights

- Regions
- Target countries
- Urban vs rural
- Platforms
- Language

Audiences

- Target groups
- Cluster/segment
- Demographics
- Influencer identification
- Creators
- Community sizes

Awareness Creative & Media Plan

- Awareness messaging
- Creative development
- Content creation
- UGC content
- Campaign mechanics
- Design & tone-of-voice
- Campaign assets
- Media planning

Campaign Execution

- Platforms
- Publishers
- Content marketing
- Paid media
- Influencers
- Aligned PR
- First party data
- Community management

Reporting

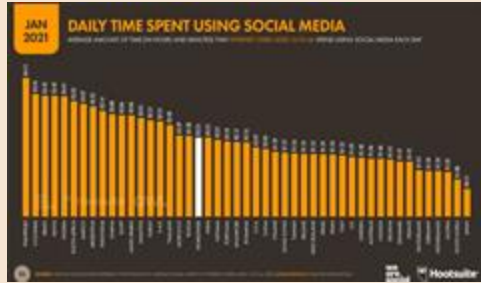
- Reporting
- Dashboards
- KPI tracking
- Campaign tracking
- Audience breakdowns
- Sentiment
- Awareness / opinion

Data Insights

Online Territory Snapshot

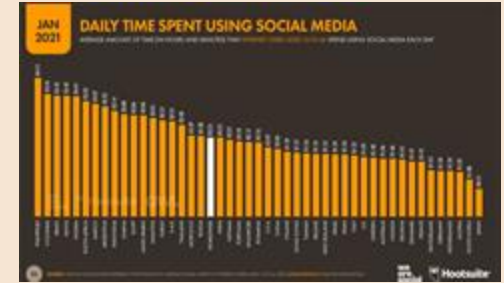
REACH AUDIENCES IN THE RIGHT PLACE

Kenya, Nigeria & Indonesia are among the highest in terms of time on social media, but there are other ways to reach offline users.



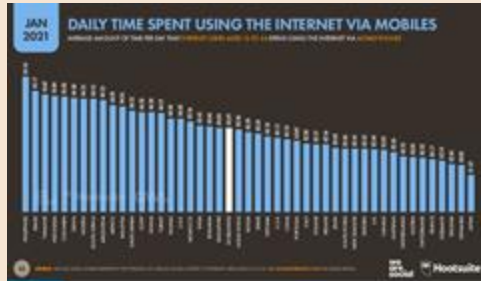
REGIONAL VIEWING HABITS

In Kenya, Nigeria & Indonesia people use social media around 4 hours per day.



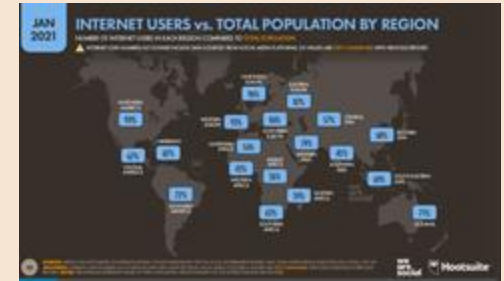
TARGETING YOUNGER AUDIENCE

Opportunity to target a younger audience which use mobile to access internet



AFRICAN COUNTRIES SCOPE TO IMPROVE

African countries among lowest in the world - (Ethiopia, Tanzania, Kenya, Uganda in East Africa).



Data Insights

Assessing differing attitudes to Cybercrime

PAKISTAN

Global Safety Index

Ranked **82nd** out of 94 countries, among the most vulnerable in the world to cyberattacks.

Cybercrime Increase

83% increase in cases of cybercrime over the last 3 years. Financial fraud, harassment, fake profiles, defamation & hacking are the fastest growing cybercrimes.

Attitudes, Reaction & Data Protection

Amendments to laws have sparked discussion around human rights & freedom of speech. Punishments vary but generally carry a prison sentence of several years, a large fine, or both. Data protection laws remain uncertain and are currently ineffective.

EAST AFRICA

Global Safety Index

Kenya ranked **74th** & Tanzania **81st**.

Cybercrime Increase

55% increase in cyberattacks in 2020, estimated to have cost \$4.1bn. Africa has the fastest growing telephone and internet network in the world which leaves it increasingly vulnerable.

Attitudes, Reaction & Data Protection

Rwanda the only East African country to sign the African Union's Convention on Cyber Security and Personal Data Protection. Lack of a joined up approach across the region/continent. Tanzania's laws on data protection are still in the embryonic stages.

UK

Global Safety Index

Ranked 4th, meaning it is one of the best equipped & protected countries in the world, but risks still remain.

Cybercrime Increase

Losses of £1.3bn to fraud and cybercrime reported in first 6 months of 2021, a threefold increase on previous year. There was a 31% increase during the pandemic.

Attitudes, Reaction & Data Protection

The UK has existing infrastructure, laws & penalties. It works globally with other countries. Good level of awareness among businesses and individuals. Although GDPR may no longer apply, its requirements were adopted into the Data Protection Act in 2018.

Awareness Campaign

Awareness Campaign

3 step plan

1

OVERARCHING MESSAGE

A single slogan that is easily understood, adopted and transferred. Slogan is to be icon led with wording adapted per target region & groups

2

CAMPAIGN MARKETING

Disruptive method to ensure campaign cut-through and maximise effectiveness. A series of regional influencers will be key for spread of cyber security messaging

3

REGIONALISED MEDIA PLAN

Led by data and catered to each specific region. Campaign roll-out will take media consumption patterns into consideration and execute accordingly

Overarching Message

Overarching Message

Bespoke work to construct and design a memorable slogan which can be adapted per regions' specific KPIs

1

SIMPLE & MEMORABLE

A short snappy Tagline/Rhyme/Hashtag which is easily transferable to sharing in person and via social media

2

LEAD BY ICONS

Icons heavily integrated to ensure the messaging is easy for all to understand and transferable globally

3

ADAPTABLE BY REGION

Whilst icons will not change, the text/language can be tweaked to suit each region. A market by market approach will ensure messaging is clear and culturally relevant.

**WE ARE KICK IT OUT
WE ARE TOGETHER
WE LOVE FOOTBALL
WE DON'T HATE**

KICK IT OUT
TACKLING RACISM & DISCRIMINATION

REPORT IT!

Download on the **App Store**

ANDROID APP ON **Google play**

#CALLFULLTIMEONHATE

Cancer Council

Protect yourself in **five ways** from skin cancer

SLIP **SLOP** **SLAP** **SEEK** **SLIDE**

The rate of melanoma cases has fallen from 25 per 100,000 in 1996 to 14 per 100,000 in 2010 among people aged 20 to 24 thanks to the campaign - International Journal of Cancer

RIDE IT

BISH BASH BOSH IT

SPLOSH IT

Lifebuy
HAND SANITISER GEL

STAY AT HOME

PROTECT THE NHS

save lives

NHS

HANDS **FACE** **SPACE**

26.8K used hashtags in 2020/2021

CASE STUDY: ICC Trophy Tour Launch Poem

Launch Poem

High-end video featuring a poem, written by Casey Bailey and performed by Carlos Brathwaite.

The poem will look to build excitement ahead of the Trophy Tour and T20 World Cup.

Alluding to Carlos's personal journey whilst drawing parallels with every cricketers dream and the sacrifices that are made to reach the top of the sport and lift the ICC T20 World Cup trophy.

Stylish and celebratory in tone and a powerful love letter to the sport we all cherish.

DURATION: 60-90s



CASEY BAILEY

Never Out of Reach

Carlos Brathwaite, remember the name,
One moment in time, with a trophy to claim,
A reminder that dreams can be held in our hands,
Like a bat, like a ball, like the hope of a land,
And it isn't just me, from far and from wide,
So many have repped for their country with pride,
T20 is a game for teams from all nations,
So kids dream of ovations as they play for their side,
To play for the trophy, get their people excited,
For the fuel to their passion to be truly ignited,
To feel part of the magic, hairs standing on necks,
To feel closer to the trophy that commands our respect,
Reflect on the moments of awe and achievement,
Not just to have dreams but to truly believe them,
We know that the path has been carved out before,
Can't quit because we just can't predict what's in store,
With the jaws of defeat, edging closer and closer,
To stand up and hit four sixes in an over,
To be be down but not out, beaten but not beat,
Is to remember that glory is never out of reach.

Campaign Activation

Influencer Identification

Trusted sources

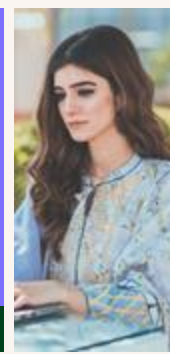
Data driven identification of regional influencers to be used for communicating the message via personal social media channels



Imran Khan
PM / Cricket Legend

68 years old
11M FB Followers
87% Male - 13% Female
ER 68%

Top Audience locations
Pakistan, USA, India



Hemayat Attique
Content creator

28 years old
456K IG Followers
68% Male - 32% Female
ER 52.2%

Top Audience Locations
Pakistan, USA, India



Nighat Dad
Women's/digital rights
activist & Lawyer

40 years old
64K TW Followers
76% Male - 24% Female
ER 10.4%

Top Audience Locations
Pakistan, USA, UK



Umar Saif
Pakistan Tech Informer

42 years old
153K TW Followers
90% Male - 10% Female
ER 5.6%

Top Audience Locations
Pakistan, USA, UK



Getu Temesgen
Ethiopian Journalist

45 years old
1M FB Followers
74% Male - 26% Female
ER 4.5%

Top Audience Locations
Ethiopia, USA, UK



Tirunesh Dibaba
3x Gold Medal Athlete

36 years old
1.9 FB Followers
75% Male - 25% Female
ER 4.2%

Top Audience Locations
Ethiopia, USA, UK

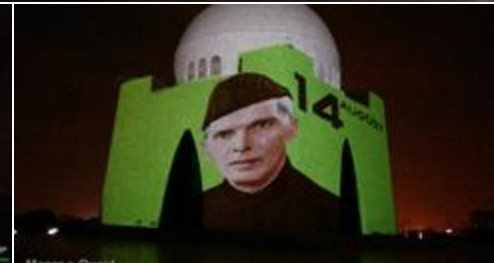


Urban projection

Big Moment, Big Impact

Make a statement and disrupt the status quo by projecting cyber security messaging slogan or influencers onto regional landmarks

Example: Imran Khan takes over Quaid's Mausoleum, Pakistan, to deliver important campaign messaging



Previous projections on Quaid's Mausoleum



Message of support to the NHS in May 2020



Album promotion by Billie Eilish around various London landmarks



General process of urban projection, primarily operated by cameras out the back of a van



LGBT+ activists call for the decriminalisation of homosexuality across the Commonwealth on buildings such as the Houses of Parliament prior to the Commonwealth Heads of Government Meeting in 2018



The Light Cycle projection bike, a fully mobile, street art device allowing for travelling projections



Scottish tour for Poppy Scotland Appeal, projecting onto various urban and rural landmarks

Mobile projection

Reaching multiple communities

Movable projection led from a bike enables messages to seamlessly travel around communities, generating maximal viewership and impact



The power of community

Strategic use of talent to spread message far & wide

Core regional talent identified in order to deliver bespoke messaging to their fans and encourage further sharing from their followers



Larger influencers utilised in key awareness activations



Macro influencers to spread messaging in unique ways to their followers



Pakistani community act as influencers by spreading the message

Communities

Targeting established and educational creators

TikTokers



CATHY PEDRAYES: 2.2M TT FOLLOWERS

Self acclaimed 'Mom Friend of the Group', regularly sharing safety and security tips



CYBERSECURITY GIRL: 43.6K TT FOLLOWERS

US Cybersecurity worker posting educational TikTok content.

Microsoft Partners



AUSTIN EVANS: 5M YT FOLLOWERS

Tech & Gadget Influencer. Earns millions of views from Asia, including Pakistan. 2 sponsored videos by Microsoft in 2021.



MINT NEWS: 1.1M FB FOLLOWERS

Business, Finance & Tech newspaper for Subcontinent. 59 sponsored Microsoft videos in last 2 years.

Microsoft Partners



EDUREKA!: 3.2M YT FOLLOWERS

Interactive E-learning platform based in India. 2M Million views from Pakistan in 2021. *Partnered with Microsoft previously for videos.*



WINNER SYSTEMS

Ethiopian based IT Company known for developing ERP systems and student information system called Estudent.

Communities

Identifying grassroots influencers and experts to help inform a campaign's direction

Cybersecurity



FADZAYI CHIWANDIRE: 1.6K IG FOLLOWERS
Australian-based web developer
Zimbabwe



CEPHAS OKOTH M: 3.9K LINKEDIN FOLLOWERS
Editor - Cyber in Africa
Kenya

Finance / Startups

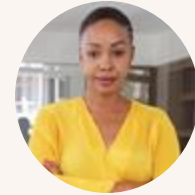


MULUMBA LWATULA
Podcaster focusing on business development in
Africa, co-owns a finance startup
Zambia

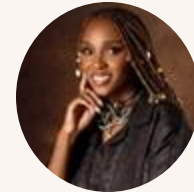


DONALD WARD
Private equity, investing in new business in Africa
Ghana

Tech in Africa



IRENE KIWIA: 195K IG FOLLOWERS
Entrepreneur focused on empowering women in tech
Tanzania



ENIOLA MAFE
Tech policy strategist, Admin of The New Nigerian on
Clubhouse, Africa's third largest club on the platform
Nigeria

Hope United Case Study



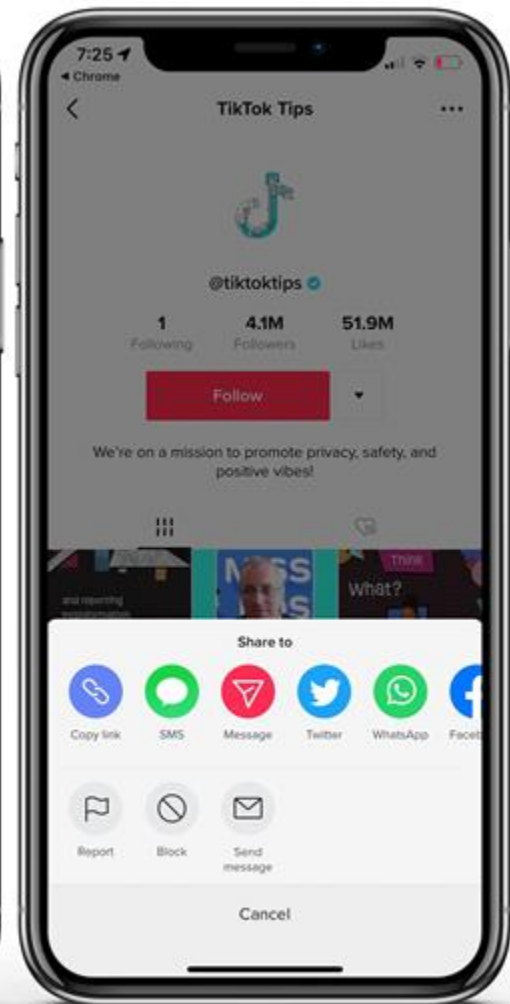
TikTok Case Study

#BeCyberSmart

To recognise Cybersecurity Awareness Month, TikTok launched a cybersecurity campaign #BeCyberSmart in collaboration with the National Cyber Security Alliance

This campaign saw TikTok partner with cryptosecurity creators @GhufranSalih, @DanTechTalk and @EngineerAmber to produce a range of educational pieces

Content was viewed over 13.4M times by millions of unique users, whilst TikTok's Newsroom produced articles on scam awareness, information protection and relevant authorities



Amplifier Case Study

A non-profit design lab, Amplifier seeks to build art and media experiments to shift national culture and narratives, reclaiming an American identity rooted in equality, dignity, diversity, truth and beauty. Their distribution channels reach an average of 20 million viewers per campaign

COMMUNITY VACCINATION ART PROGRAM

Amplifier used artwork and social media activation from local artists in 12 cities across the US and Canada to inspire people to get vaccinated against COVID-19 in low-uptake neighborhoods



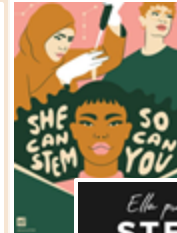
SMOKEY BEAR

Partnering with various forestry organisations, Amplifier reimaged the Smokey Bear character to increase public awareness of wildfire causes for an upcoming outdoor ad placement in Spring 2022



SHE CAN STEM

Campaign targeted at empowering teenage girls to participate in STEM, showcasing the achievements of STEM role models and reinforcing notions of STEM being cool, creative and inspiring



Regional Media Plan

Regional Media Plan

Informed by data - Campaign creative assets to be distributed across digital platforms specific to target market

1

CREATIVE ASSETS

Design suite of assets per region

2

ADAPTABLE PER REGION

Creative delivered in local language on the most popular social platforms per region

3

DELIVERY

Bespoke performance marketing strategy to deliver maximum awareness in target markets

Performance Marketing

Utilising the paid social platforms popular within key regions will deliver cost-effective brand awareness & high levels of ad recall to relevant audiences

1

PERFORMANCE MARKETING

Agile funnel marketing model adaptable to business goals to move the audience through three stages:

Awareness



Consideration



Conversion

2

BESPOKE MARKETING STRATEGY

Creative delivered in local languages on the relevant platforms:

E.g. Pakistan:

Facebook - 41M reach @ 0.47 CPM

Instagram - 31M reach @ 0.19 CPM

3

RE-MARKETING

Audience segmentation & re-marketing to ensure maximum ad recall amongst key demographics

Media Plan: Pakistan's Media Usage in 2022

Digital media in Pakistan is on the rise, notably with *internet adoption* growing **35%** from 2021. However, adoption is very male-dominant; **73%** of all social media users are male, and over **90%** of *online bankers* are male.

PLATFORM	MARKET SIZE	% OF POPULATION	FURTHER DETAIL
MOBILE	186.9M	82.2%	+5.6% increase in 2022
TV*	115M	76.2%	69% rural areas 89% urban areas
INTERNET	82.90M	36.5%	+35% increase in 2022
YOUTUBE	71.7M	31.5%	Majority are men: 72%
FACEBOOK	43.55M	19.2%	Majority are men: 80.9%
TIKTOK	18.26M	8.0%	Majority are men: 82.2%
ONLINE BANKING	17.27M	7.6%	13.8% of males, 1% of females
INSTAGRAM	13.75M	6%	-
TWITTER	3.4M	1.5%	-

Media Plan: Ethiopia's Media Usage in 2022

Digital media adoption in Ethiopia remains on-par with its East African counterparts at *25% internet adoption*. However, online payment systems and banking are being adopted: *11.9%* of people made or received digital payments in the past year.

PLATFORM	MARKET SIZE	% OF POPULATION	FURTHER DETAIL
MOBILE	58.54M	49.1%	+19.2% increase in 2022
INTERNET	29.83M	25%	+2.5% increase in 2022
TV*	≈ 23M	19.3%	-
FACEBOOK	5.95M	5.0%	Majority are men: 66.7%
INSTAGRAM	606.5K	0.5%	+23.8% increase in 2022
ONLINE BANKING	480K	0.4%	⅔ of users are male
TWITTER	34K	0.03%	-

*2020 Data

Regional Differences

Further Examples

KENYA

TikTok Popularity

Estimated **61%** of internet users use TikTok monthly, making it the 4th most used platform. This is more in line with the global average for favourite platforms and unusual for African market.

Social Media Usage

Low social media users vs population overall (**21%**). Still place for email marketing / TV Ads in a location still growing on social media (12M social media users in 2021).

NIGERIA

Meta Dominant

Meta platforms far and away most used and favourite platforms. **Twitter** is **4th** in both categories but only 6% of internet users say it's their favourite platform. Website traffic from clicks on links via Facebook estimated to have almost doubled in 2021.

Social Media Usage

Very low social media users vs population (15%). However, volume of said market is still high at an estimated 33 Million users.

INDONESIA

New Platform Growth

Average time a user spends on **TikTok** per month increased by **67%** in 2021 while Facebook and Instagram dropped. Estimated **18% of internet users use Discord monthly**. Platform didn't appear on 2021 report for Indonesia which suggests rapid growth.

Social Media Usage

170 Million Social Media users = 60% of the population, greater than average (58%).

Timeline

EXAMPLE CAMPAIGN CALENDAR - 3 MONTH DELIVERY



Financial Considerations

Indicative Budget

Cost per Market: Example market: Pakistan

MAIN CAMPAIGN (3 MONTHS DURATION)	COST FORECAST GBP£		
	LOW	MID	HIGH
EDP DELIVERY <i>(Creative campaign assets, media plan & execution, digital publishing, data analytics, project management*, reporting)</i>	£180,085	£180,085	£180,085
DIGITAL PROJECTIONS <i>(dependent upon site location & license fees)</i>	£50,000	£100,000	£200,000
INFLUENCERS <i>(dependent upon micro or macro influencer fees*)</i>	£50,000	£100,000	£200,000
PAID MEDIA <i>(paid digital media spend to drive awareness)</i>	£50,000	£75,000	£100,000
Forecast Impressions and reach (millions)	142m 40m	231m 60m	284m 80m
TOTAL	£330,085	£455,085	£680,085
MONTHLY TEAM - FOR POST CAMPAIGN			
	1 MONTH ROLLING		
EDP RETAINER <i>(Website, social channels & community management. 1 feature video story per month. 10 posts per month)</i>	£24,150		x 9 months to fill 12 month calendar
Note: All costs exclude VAT and local taxes. Subject to final specification Influencer fees may be negotiable if across multiple territories Project management fees can be allocated across markets if they run in parallel			

Indicative Budget

Cost per Market: Example market: Pakistan

MAIN CAMPAIGN (3 MONTHS DURATION)	COST FORECAST USD\$		
	LOW	MID	HIGH
EDP DELIVERY <i>(Creative campaign assets, media plan & execution, digital publishing, data analytics, project management*, reporting)</i>	\$242,728	\$242,728	\$242,728
DIGITAL PROJECTIONS <i>(dependent upon site location & license fees)</i>	\$67,389	\$134,777	\$269,555
INFLUENCERS <i>(dependent upon micro or macro influencer fees*)</i>	\$67,389	\$134,777	\$269,555
PAID MEDIA <i>(paid digital media spend to drive awareness)</i>	\$67,389	\$101,083	\$134,777
Forecast Impressions and reach (millions)	142m 40m	231m 60m	284m 80m
TOTAL	\$444,895	\$613,365	\$916,615
MONTHLY TEAM - FOR POST CAMPAIGN			
	1 MONTH ROLLING		
EDP RETAINER <i>(Website, social channels & community management. 1 feature video story per month. 10 posts per month)</i>	\$32,547		x 9 months to fill 12 month calendar
<small>Note: All costs exclude VAT and local taxes. Subject to final specification Influencer fees may be negotiable if across multiple territories Project management fees can be allocated across markets if they run in parallel</small>			

Digital Marketing Services

Engage Digital Partners

Our Value Proposition

EDP is a full service offering with digital first content at our heart

We drive digital engagement for global organisations, executing across **Creative & Digital Publishing**, underpinned with an unrivalled investment in **Tech & Data**

We operate in the space between **Consumer Research, Marcomms & Content Creation**.

Solutions

at the point you need them



Market Research

Build a data-led media plan

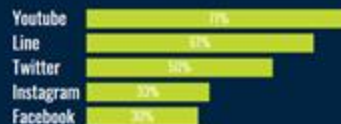
EDP will leverage over 17 content analytics tools and a team of global analysts to deliver a deep understanding of media consumption in your target territory.

Identifying influencers, platform mix, internet penetration, core messaging and more, we use this data to deliver and informed content strategy & measure campaign awareness.

Japan

MOST-USED SOCIAL MEDIA PLATFORMS

% of Internet users aged 16-64 who report using each platform



HORSE RACING

Which platform comes out on top for Horse Racing?

Most Racing Content Creators: **Youtube**

Most Racing Videos Uploaded: **Youtube**

Most Racing Video Views: **Youtube**

Most Racing Followers: **Twitter**

Click on image to visit page/video

Biggest Horse Racing Accounts



JRA Official
419K Followers

Umabi Official
217K Followers

Keiba Lab
135K Followers

Top Content



Japan Cup
3.6M Views

Takarazuka
Kinen winner
3M Views

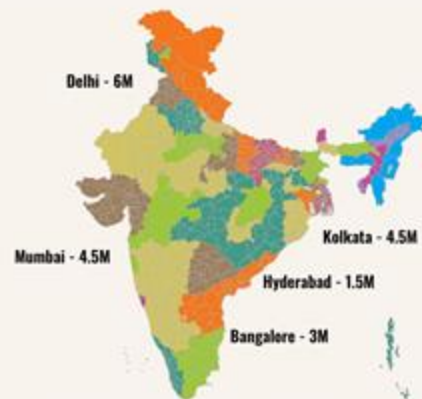
Deep Impact -
Looking back
2.2M Views

JAPAN

The Opportunity

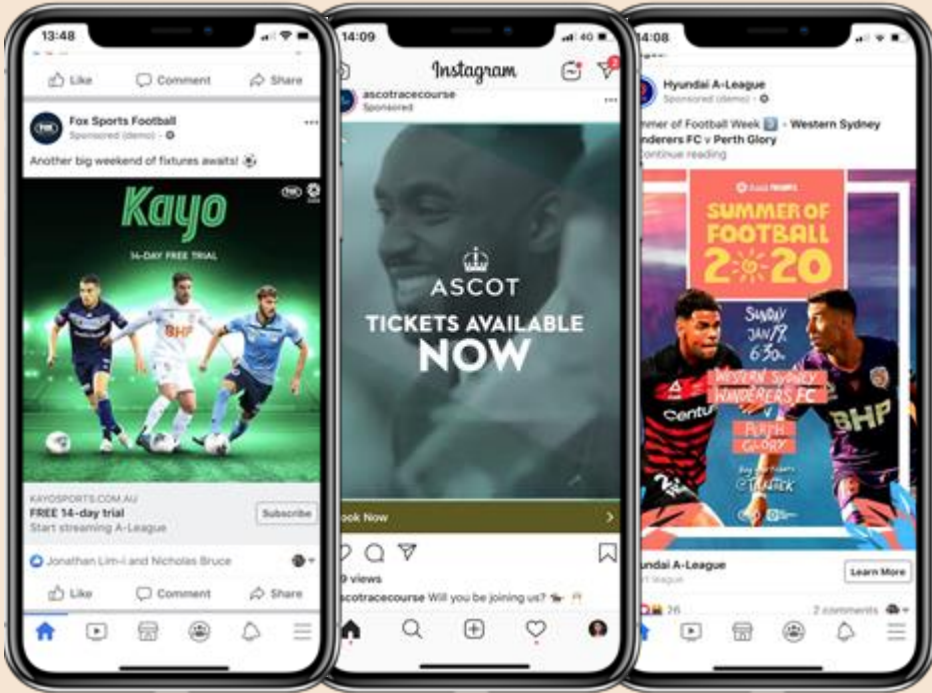
Size of cricket audience in India

- 100M - 150M potential new fans to reach on Facebook in India who have an interest in cricket.
(Interest - Facebook users who have an interest in cricket based on bios & activity with cricket pages)
- 354M interactions on cricket focused Facebook posts within India in the last year
- 18N interactions on cricket focused Instagram posts within India in the last year
- 1.18N views / 128M engagements across top IPL teams in the last year including Chennai Super Kings, Mumbai Indians and Royal Challengers Bangalore



Size of cricket audience in India - Highest audience interest locations

(Interest - Facebook users who have an interest in cricket based on their bios and activity with cricket pages)



Awareness Campaign

Performance marketing

EDP's content marketing has deep experience delivering awareness campaigns tweaked to regional and specific KPIs.

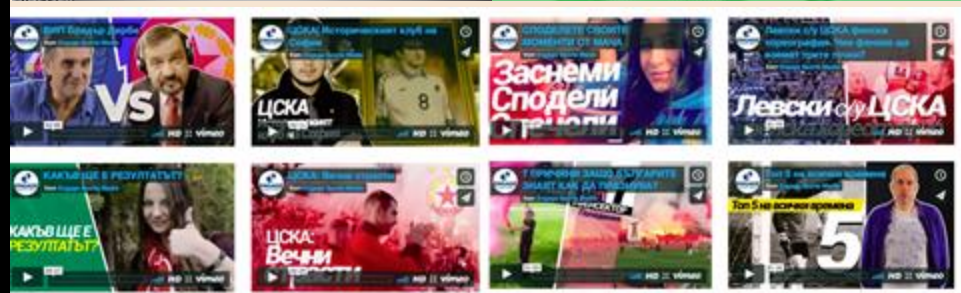
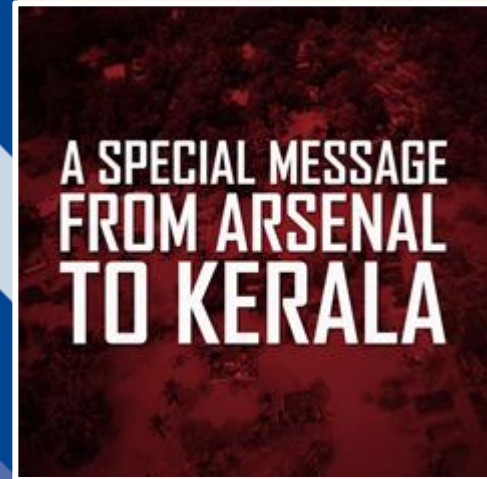
Delivering record ROAS (Return On Ad Spend) for blue chip clients, we are well placed to reach high awareness

Creative

Target Markets

EDP have a rich history working with regional rights holders on campaigns as diverse as Real Madrid, Chelsea & Arsenal in India, to Bulgaria, Japan, the Middle East, and much more.

Content is tailored by language, regional platforms, cultural reference points and more, leveraging regional influencers and fan generated content





Execution

Community management and delivery

Delivery cyber security awareness in a tone of voice suitable for your audience

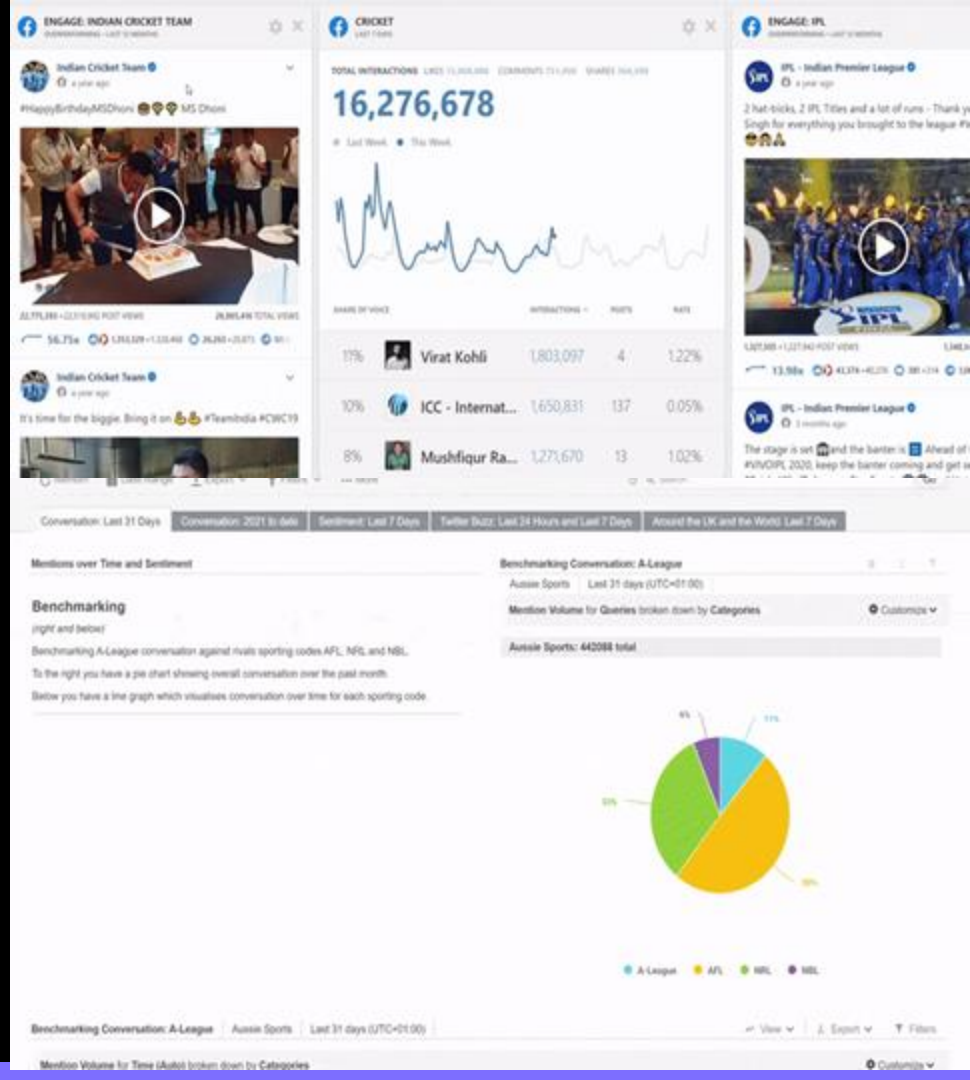
Leveraging social listening and using a fine-tuned tone of voice in order to engage with a community, rather than speak at a community.

Publishing & posting, community engagement, fan groups, influencer engagement all form part of delivery

Reporting

Reporting and KPIs

- Social listening reports for each region (mentions, creators, share/retweets)
- Data storytelling
- Dashboards on performances (engagement, ER, VTR, reach, impressions)
- KPI tracking
- Awareness Campaign tracking
- Audience breakdowns by age groups
- Sentiment analysis, categories & emotion



Cyber Security Awareness Best Practice Guide



Contact:
[CMAGE@crest-
approved.org](mailto:CMAGE@crest-approved.org)



Contact:
[info@engagedigitalpar
tners.com](mailto:info@engagedigitalpartners.com)