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

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<th>Data &amp; Insights</th>
<th>Audiences</th>
<th>Awareness Creative &amp; Media Plan</th>
<th>Campaign Execution</th>
<th>Reporting</th>
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<tr>
<td>- Regions</td>
<td>- Target groups</td>
<td>- Awareness messaging</td>
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<td>- Reporting</td>
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<td>- Target countries</td>
<td>- Cluster/segment</td>
<td>- Creative development</td>
<td>- Publishers</td>
<td>- Dashboards</td>
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<td>- Urban vs rural</td>
<td>- Demographics</td>
<td>- Content creation</td>
<td>- Content marketing</td>
<td>- KPI tracking</td>
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<tr>
<td>- Platforms</td>
<td>- Influencer identification</td>
<td>- UGC content</td>
<td>- Paid media</td>
<td>- Campaign tracking</td>
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<td>- Language</td>
<td>- Creators</td>
<td>- Campaign mechanics</td>
<td>- Influencers</td>
<td>- Audience breakdowns</td>
</tr>
<tr>
<td></td>
<td>- Community sizes</td>
<td>- Campaign assets</td>
<td>- Aligned PR</td>
<td>- Sentiment</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Media planning</td>
<td>- First party data</td>
<td>- Awareness / opinion</td>
</tr>
</tbody>
</table>

- Design & tone of voice
- Campaign assets
- Media planning
- Platforms
- Publishers
- Content marketing
- Paid media
- Influencers
- Aligned PR
- First party data
- Community management
- Reporting
- Dashboards
- KPI tracking
- Campaign tracking
- Audience breakdowns
- Sentiment
- Awareness / opinion
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

<table>
<thead>
<tr>
<th><strong>PAKISTAN</strong></th>
<th><strong>EAST AFRICA</strong></th>
<th><strong>UK</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Global Safety Index</strong>&lt;br&gt;Ranked 82nd out of 94 countries, among the most vulnerable in the world to cyberattacks.</td>
<td><strong>Global Safety Index</strong>&lt;br&gt;Kenya ranked 74th &amp; Tanzania 81st.</td>
<td><strong>Global Safety Index</strong>&lt;br&gt;Ranked 4th, meaning it is one of the best equipped &amp; protected countries in the world, but risks still remain.</td>
</tr>
<tr>
<td><strong>Cybercrime Increase</strong>&lt;br&gt;83% increase in cases of cybercrime over the last 3 years. Financial fraud, harassment, fake profiles, defamation &amp; hacking are the fastest growing cybercrimes.</td>
<td><strong>Cybercrime Increase</strong>&lt;br&gt;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.</td>
<td><strong>Cybercrime Increase</strong>&lt;br&gt;Loses 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.</td>
</tr>
<tr>
<td><strong>Attitudes, Reaction &amp; Data Protection</strong>&lt;br&gt;Amendments to laws have sparked discussion around human rights &amp; 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.</td>
<td><strong>Attitudes, Reaction &amp; Data Protection</strong>&lt;br&gt;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.</td>
<td><strong>Attitudes, Reaction &amp; Data Protection</strong>&lt;br&gt;The UK has existing infrastructure, laws &amp; 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.</td>
</tr>
</tbody>
</table>
Awareness Campaign
# Awareness Campaign

3 step plan

<table>
<thead>
<tr>
<th>1</th>
<th>OVERARCHING MESSAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>A single slogan that is easily understood, adopted and transferred. Slogan is to be icon led with wording adapted per target region &amp; groups</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2</th>
<th>CAMPAIGN MARKETING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Disruptive method to ensure campaign cut-through and maximise effectiveness. A series of regional influencers will be key for spread of cyber security messaging</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>3</th>
<th>REGIONALISED MEDIA PLAN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Led by data and catered to each specific region. Campaign roll-out will take media consumption patterns into consideration and execute accordingly</td>
<td></td>
</tr>
</tbody>
</table>
Overarching Message
## Overarching Message
Bespoke work to construct and design a memorable slogan which can be adapted per regions’ specific KPIs

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1</strong></td>
<td><strong>2</strong></td>
<td><strong>3</strong></td>
</tr>
<tr>
<td><strong>SIMPLE &amp; MEMORABLE</strong></td>
<td><strong>LEAD BY ICONS</strong></td>
<td><strong>ADAPTABLE BY REGION</strong></td>
</tr>
</tbody>
</table>

- A short snappy Tagline/Rhyme/Hashtag which is easily transferable to sharing in person and via social media.
- Icons heavily integrated to ensure the messaging is easy for all to understand and transferable globally.
- 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.
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
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
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

Hemayal 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

Hemayal Attique
Women's/digital rights activist & Lawyer
28 years old
456K IG Followers
68% Male - 32% Female
ER 52.2%
Top Audience Locations
Pakistan, USA, India
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

- Influencer led campaign
- Clear message & strong design
- Creating a community feel
- Influencer led messaging & social content
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 reimagined 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

<table>
<thead>
<tr>
<th>1</th>
<th>CREATIVE ASSETS</th>
<th>2</th>
<th>ADAPTABLE PER REGION</th>
<th>3</th>
<th>DELIVERY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Design suite of assets per region</td>
<td></td>
<td>Creative delivered in local language on the most popular social platforms per region</td>
<td></td>
<td>Bespoke performance marketing strategy to deliver maximum awareness in target markets</td>
</tr>
</tbody>
</table>
## 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.

<table>
<thead>
<tr>
<th>1</th>
<th>PERFORMANCE MARKETING</th>
<th>2</th>
<th>BESPOKE MARKETING STRATEGY</th>
<th>3</th>
<th>RE-MARKETING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agile funnel marketing model adaptable to business goals to move the audience through three stages:</td>
<td>Creative delivered in local languages on the relevant platforms:</td>
<td>Audience segmentation &amp; re-marketing to ensure maximum ad recall amongst key demographics</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Awareness</td>
<td><strong>E.g. Pakistan:</strong></td>
<td><strong>Facebook</strong> - 41M reach @ 0.47 CPM</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Consideration</strong></td>
<td><strong>Instagram</strong> - 31M reach @ 0.19 CPM</td>
<td></td>
<td><strong>Conversion</strong></td>
<td></td>
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</tbody>
</table>
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.

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

*2014 Data
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.

<table>
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<th>MARKET SIZE</th>
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<th>FURTHER DETAIL</th>
</tr>
</thead>
<tbody>
<tr>
<td>MOBILE</td>
<td>58.54M</td>
<td>49.1%</td>
<td>+19.2% increase in 2022</td>
</tr>
<tr>
<td>INTERNET</td>
<td>29.83M</td>
<td>25%</td>
<td>+2.5% increase in 2022</td>
</tr>
<tr>
<td>TV*</td>
<td>≃ 23M</td>
<td>19.3%</td>
<td>-</td>
</tr>
<tr>
<td>FACEBOOK</td>
<td>5.95M</td>
<td>5.0%</td>
<td>Majority are men: 66.7%</td>
</tr>
<tr>
<td>INSTAGRAM</td>
<td>606.5K</td>
<td>0.5%</td>
<td>+23.8% increase in 2022</td>
</tr>
<tr>
<td>ONLINE BANKING</td>
<td>480K</td>
<td>0.4%</td>
<td>⅔ of users are male</td>
</tr>
<tr>
<td>TWITTER</td>
<td>34K</td>
<td>0.03%</td>
<td>-</td>
</tr>
</tbody>
</table>

*2020 Data
## Regional Differences

### Further Examples

<table>
<thead>
<tr>
<th>Country</th>
<th>TikTok Popularity</th>
<th>Meta Dominant</th>
<th>New Platform Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kenya</td>
<td>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.</td>
<td>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.</td>
<td>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.</td>
</tr>
<tr>
<td>Nigeria</td>
<td>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).</td>
<td>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.</td>
<td>Social Media Usage: 170 Million Social Media users = 60% of the population, greater than average (58%).</td>
</tr>
</tbody>
</table>
Timeline
EXAMPLE CAMPAIGN CALENDAR - 3 MONTH DELIVERY

Project start

1 MONTH

AGREE KPIs & RESEARCH DELIVERABLES
- KPI setting
- Market research project
- Influencer identification

FULL CAMPAIGN CREATION
- Creative ideation & design
- Audience Development / Community Management planning
- Influencer partnership
- Performance marketing scoping

2 MONTHS

CAMPAIGN DELIVERY
- Creative social content design & delivery
- Influencer management content sharing
- Community management and publishing
- Performance marketing campaign delivery

3 MONTHS

POST CAMPAIGN

CAMPAIGN DELIVERY REPORT
- Measurement
- Final report summary and learnings

SUSTAIN COMMUNITY
- Website and social community continues post campaign.
Financial Considerations
## Indicative Budget

**Cost per Market: Example market: Pakistan**

### MAIN CAMPAIGN (3 MONTHS DURATION)

<table>
<thead>
<tr>
<th></th>
<th>LOW</th>
<th>MID</th>
<th>HIGH</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>EDP DELIVERY</strong> (Creative campaign assets, media plan &amp; execution, digital publishing, data analytics, project management*, reporting)</td>
<td>£180,085</td>
<td>£180,085</td>
<td>£180,085</td>
</tr>
<tr>
<td><strong>DIGITAL PROJECTIONS</strong> (dependent upon site location &amp; license fees)</td>
<td>£50,000</td>
<td>£100,000</td>
<td>£200,000</td>
</tr>
<tr>
<td><strong>INFLUENCERS</strong> (dependent upon micro or macro influencer fees*)</td>
<td>£50,000</td>
<td>£100,000</td>
<td>£200,000</td>
</tr>
<tr>
<td><strong>PAID MEDIA</strong> (paid digital media spend to drive awareness)</td>
<td>£50,000</td>
<td>£75,000</td>
<td>£100,000</td>
</tr>
<tr>
<td>Forecast Impressions and reach (millions)</td>
<td>142m</td>
<td>40m</td>
<td>231m</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>£330,085</td>
<td>£455,085</td>
<td>£680,085</td>
</tr>
</tbody>
</table>

### MONTHLY TEAM - FOR POST CAMPAIGN

<table>
<thead>
<tr>
<th></th>
<th>1 MONTH ROLLING</th>
<th>x 9 months to fill 12 month calendar</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>EDP RETAINER</strong> (Website, social channels &amp; community management, 1 feature video story per month, 10 posts per month)</td>
<td>£24,150</td>
<td></td>
</tr>
</tbody>
</table>

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)

<table>
<thead>
<tr>
<th>Cost Component</th>
<th>Low</th>
<th>Mid</th>
<th>High</th>
</tr>
</thead>
<tbody>
<tr>
<td>EDP DELIVERY (Creative campaign assets, media plan &amp; execution, digital publishing, data analytics, project management*, reporting)</td>
<td>$242,728</td>
<td>$242,728</td>
<td>$242,728</td>
</tr>
<tr>
<td>DIGITAL PROJECTIONS (dependent upon site location &amp; license fees)</td>
<td>$67,389</td>
<td>$134,777</td>
<td>$269,555</td>
</tr>
<tr>
<td>INFLUENCERS (dependent upon micro or macro influencer fees*)</td>
<td>$67,389</td>
<td>$134,777</td>
<td>$269,555</td>
</tr>
<tr>
<td>PAID MEDIA (paid digital media spend to drive awareness)</td>
<td>$67,389</td>
<td>$101,083</td>
<td>$134,777</td>
</tr>
</tbody>
</table>

### Forecast Impressions and reach (millions)

- Low: 142m | 40m
- Mid: 231m | 60m
- High: 284m | 80m

### TOTAL

- Low: $444,895
- Mid: $613,365
- High: $916,615

### MONTHLY TEAM - FOR POST CAMPAIGN

<table>
<thead>
<tr>
<th>Cost Component</th>
<th>1 MONTH ROLLING</th>
<th>x 9 months to fill 12 month calendar</th>
</tr>
</thead>
<tbody>
<tr>
<td>EDP RETAINER (Website, social channels &amp; community management. 1 feature video story per month. 10 posts per month)</td>
<td>$32,547</td>
<td></td>
</tr>
</tbody>
</table>

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.
Engage Digital Partners

Our Value Proposition

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


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

Solutions

at the point you need them
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.
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.
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
- 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

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