

PRISM AWARDS 2017

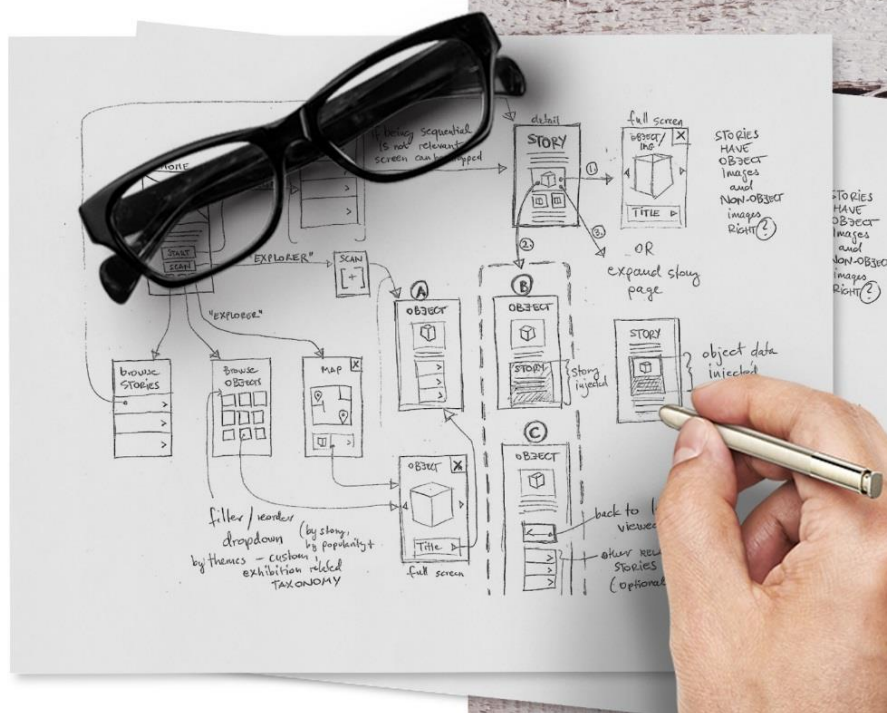


CLOCKWORK MEDIA

| **Client:** Mimecast

| **Project:** Black Friday

| **Category:** Technology



1. Overview

Cyberattacks don't make headlines on Black Friday, but they should.

On Black Friday, consumers tend to be far more sales-focused than concerned with financial safety when paying. Helping consumers secure their purchases in every sense of the word became the core message of this campaign – using the Black Friday fad to drive home the important message of cyber security.

Thought leadership on how to stay safe online while shopping for deals was distributed to news and broadcast media; the strategy was so successful that Mimecast's message reached the eyes and ears of over 2 million consumers.

[96 words]

2. Statement of Problem and Opportunity

Mimecast is a technology service provider specialising in cloud-based email management and data security. It's a critical service, but the technical aspects are difficult to communicate to businesses and consumers in a way that is simple to understand.

Taking a proactive approach, Clockwork Media identified Black Friday as an opportunity to speak to businesses and consumers on how to shop online safely without exposing their business or personal devices to malware.

This was an angle that we knew would be instantly relatable to anyone who owns a laptop, smartphone or tablet, and who'd be using their devices to take advantage of Black Friday discounts.

3. Geographical area

Large retailers in city centres are more likely to offer Black Friday deals, as well as larger, more established online retailers. We elected to reach out to online news portals, as well as regional broadcast media, in the hopes of connecting with consumers who were researching and shopping for Black Friday deals online.

4. Research

The phenomenon of Black Friday and its lesser-known compatriot Cyber Monday has been gaining popularity in South Africa. We researched the trend, uncovering a 300% increase year-on-year in Black Friday marketing among retailers from 2014 to 2015, and felt confident we'd see a similar leap in marketing and consumer interest around the big shopping event in 2016.

Our research also uncovered that no other B2B technology brands were successfully harnessing the topic or opportunity.

We conducted desktop research with a few key media contacts about the types of content they would be interested in receiving around Black Friday.

Further, we engaged with social media fans via the Mimecast Facebook page to understand what their major security concerns were around Black Friday. We wanted to ensure that any message we shared on behalf of our client would be topical and relevant to media readers and listeners.

5. Planning

5.1 Audiences and messages

Audience	Description	Message takeouts	Vehicle
Businesses (B2B)	Businesses see the value in investing in increased data security online.	"We need to re-evaluate our data security."	<ul style="list-style-type: none">• Online articles• TV interviews• Radio interviews
Consumers (B2C)	Consumers are educated about the risks when transacting online, and learn how to be increase their cybersecurity.	"I need to take steps to increase my security online."	<ul style="list-style-type: none">• Online articles• TV interviews• Radio interviews



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Opinions

Stop and Think Before You Shop Online This Black Friday

November 23, 2016 54

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5.2 Objectives, Measurable Criteria and Evaluation

Objectives	Measurable criteria for success	Evaluation / Actual successes
To ensure Mimecast is part of the conversation around Black Friday.	Generate 8 published pieces	<ul style="list-style-type: none"> • 15 pieces generated • 12 print pieces • 3 broadcast pieces
Position Mimecast as a thought leader in the arena of data security and online safety.	To be featured by top tier online publications and broadcast media.	<ul style="list-style-type: none"> • 702 and CNBC interviewed the Mimecast spokesperson on our piece. • Featured on MSN and Fin24, among other high-traffic websites.
To reach businesses and consumers, and educate them about the realities of online security and cyber fraud.	Reach: 1.5 million people	Actual reach: 2,093,858 people
To achieve maximum PR coverage for Mimecast, exceeding retainer	<ul style="list-style-type: none"> • Media coverage to cover cost of monthly retainer: R 46,585.00 • ROI of 1:5 would have been considered successful for this campaign 	<ul style="list-style-type: none"> • Coverage: R1,356,431.61 (2,911% increase) • ROI of 1:9.7

6. Execution

Timelines were tight in the execution of this campaign. Black Friday is essentially a 24-hour phenomenon, and Clockwork Media had a small window of opportunity to land the message and connect with Mimecast's audience.

Knowing the Black Friday was a consumer phenomenon that originated in the US, our research quickly led us to realise how dangerous shopping on Black Friday really is. Aside from the physical injuries experienced, we found email phishing scams skyrocketed.

Along with the team at Mimecast, we created an article that would help consumers feel more empowered and secure when taking advantage of Black Friday deals. The piece itself contained practical advice for consumers to use while online for Black Friday to ensure that their purchases and financial accounts were secured.

Our strategy was to compile the feature in a 'listicle' style format, as we knew the audience wanted the information in quick, bite-sized take outs.

Keeping in mind that we wanted to reach our readers while they were online researching and shopping for Black Friday and Cyber Monday special offers, we distributed our piece to select online news outlets such as MSN, Fin24 and MyBroadband where they were most likely to be online.

We also pitched interviews to broadcast media, securing airtime with 702 and CNBC Africa.

Several features of this campaign were critical to its success. They were:

- Identifying the right opportunity: Black Friday was the ideal vehicle for Mimecast's message.
- Timing: Mimecast's feature article spoke to consumers just as they were poised to make online purchases, ensuring maximum relevance.
- Format and content: The research we conducted to find out which format would be most appealing to the audience (short tips), and what their online security concerns were, allowed us to create content that had maximum engagement.

In total, we achieved **15 placements** for Mimecast, on respected sites and channels, in among all the sale-focused offers of Black Friday.

7. Evaluation

See 5.2

8. Conclusion

Timing was critical in the execution of this campaign, with Mimecast's feature article exquisitely positioned to appeal to consumers just as they were poised to make online purchases.

The format of the feature we distributed to the media for publication played an important role in its successful uptake.

Mimecast's Black Friday campaign was a decided success, ensuring that our client was part of the conversation around cybersecurity when it was most top of mind for businesses and consumers.

[1,063 words including headings]

Letter of endorsement from client

To whom it may concern

Mimecast hereby acknowledges and gives full rights to Clockwork Media, our contracted agency, to enter the work completed for us for Black Friday into the PRISM Awards 2017.

Throughout the duration of the project, Clockwork Media drew on their considerable experience and credentials, in helping ensure that our campaign was efficiently and professionally run, and that our company received maximum and favourable results.

Throughout this process, Clockwork Media displayed a willingness to work hard, go the extra mile and adapt efficiently to changing circumstances. Thus, we are highly satisfied with the results they have achieved for our campaign.

Accordingly, we firmly maintain that they should be endorsed for any industry award that they choose to enter.

We trust that the sterling work they have completed for Mimecast is worthy of recognition in your awards.

Yours sincerely,
Kira Bomberg

Press release distributed

Stop and Think Before You Shop Online This Black Friday Heino Gevers – Customer Experience Manager at Mimecast South Africa

Black Friday: a single day to take advantage of unbelievable discounts and limited stock. The day's appeal is undeniable, but it's also an opportune time for criminals to take advantage of you. And they'll use anything to con you – from fake coupons and malicious websites to forged banking emails.

You need to be careful about who you're giving your personal information to on November 25, especially over email. Fortunately, Mimecast is sharing the necessary tips you need to shop safely:

Pay attention to URLs

Scammers are experts at replicating the look and feel of an official email. The only surefire way to determine the authenticity of an email is to look at the URLs contained within. So, look for errors. To the untrained eye "takalot.co.za" seems correct, but shouldn't it be "takealot.co.za"? The wrong URL will often redirect you to a malicious site, created with the sole intent of ripping you off. And always check for the green padlock in the URL of any page where a monetary transaction is taking place.

Update, update, update

There's no way around it. Letting your anti-virus software fall behind on updates is guaranteed to get you into trouble. New threats are added to your anti-virus' database through updates, without which it has no way of recognising the latest malware or viruses or newly created malicious websites.

If it seems too good to be true, it probably is

All too aware that you're on the hunt for a good bargain, cybercriminals will email you enticing offers from your favourite websites, hoping to tempt you long enough to drop your guard and click on the links provided. If you see an offer you like, visit the website the email purports to be from (typing it out yourself rather than following the link in the email), and make sure the deal is real. The same goes for financial emails. Rather navigate to your bank's website yourself, and avoid potentially forged emails altogether.

The Internet is your greatest ally

There are any number of resources available online to assist you. Unfamiliar with the dangers presented by the Internet? Look for news and blogs about the latest events and techniques cybercriminals use, like spear-phishing, social engineering and ransomware. Don't trust a retailer or URL? See what others have to say about it online, or use online tools to scan links and files for threats – try "scanurl.net" or "virustotal.com".

Use loyalty points instead

We've all allotted up loyalty points over the course of the year – like eBucks or Greenbacks – and it's the perfect time to use them. Because you're not dealing with cash directly, or your banking credentials, your bank account is that much more secure.

Press release distributed, continued

Stop and think

How many times has your bank told you or advertised on its site that they will never elicit sensitive data over email? We're willing to bet a lot. That goes for retailers too. Email is simply not a secure method of transaction, so we suggest you immediately avoid any entity that asks for personal information this way.

Few events will bring an end to celebrations like being a victim of cybercrime, losing personal information, money, and perhaps more.

Thankfully, following these tips will give you the advantage you need to stay one step ahead of cybercrime.

fin24tech

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How cyber crooks want to swindle you this Black Friday

2016-11-24 12:58 - *Heino Gevers

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Black Friday is a single day to take advantage of unbelievable discounts and limited stock.

The day's appeal is undeniable, but it's also an opportune time for criminals to take advantage of you.

And they'll use anything to con you – from fake coupons and malicious websites to forged banking emails.

You need to be careful about who you're giving your personal information to on November 25, especially over email.

Here are tips to keep digitally safe over this period.

READ: These are the pros and cons of Black Friday

Pay attention to URLs



Press coverage examples

Industry Updates

Home > News > November 2016

Stop and Think Before You Shop Online This Black Friday

24 Nov 2016



mimecast
unified email management

Heino Gevers – Customer Experience Manager at Mimecast South Africa

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Stop and think before shopping online on Black Friday

0 Comments

Posted by IT-Online on Nov 24, 2016 in E-Commerce Trends, Technology Areas | 0 Comments

Black Friday: a single day to take advantage of unbelievable discounts and limited stock. The day's appeal is undeniable, but it's also an opportune time for criminals to take advantage of you. And they'll use anything to con you – from fake coupons and malicious websites to forged banking emails, writes Heino Gevers, customer experience manager at Mimecast South Africa.

You need to be careful about who you're giving your personal information to on November 25, especially over email. Fortunately, Mimecast is sharing the necessary tips you need to shop safely:

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Presented by Mimecast

Stop and think before you shop online this Black Friday

By Vicky Sidler November 24, 2016 0 Comments

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Stop and think before you shop online this Black Friday

Vicky Sidler 24 November 2016



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Tips to keep holiday spending under control

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South Africa's Black Friday may not have the sales and consumer numbers akin to the United States but the temptation of scoring a bargain is the same everywhere. So how do you make sure you can stretch your rand this season and also be safe while online bargain hunting? Joining CNBC Africa to discuss some of the dos &



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