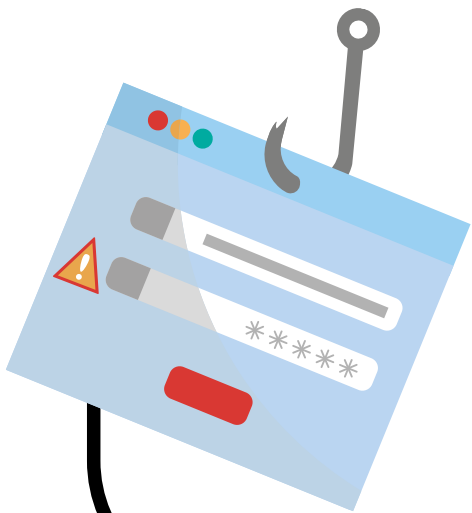


Making Phishing a Mainstream Media Topic

Case Study



The Challenge

Develop a creative way to raise awareness about phishing threats among the general population, including non-technical people.

LaunchTech's Media Strategy

Pitch an interactive phishing attack simulation to Tier 1 media reporters (to reach mainstream audiences).

Provide Cofense with basic information about reporters who agreed to the simulation for social engineering purposes.

Encourage participating reporters to share their experience on social media throughout the simulation.



CBS
NEWS



The Results

6:37 minute video segment on CBS News

1,000+ social media shares including multiple mid-simulation Tweets from the reporters