

## PRISM AWARD SUBMISSION

**AGENCY:** BYDESIGN COMMUNICATIONS AND  
FURY

**CATEGORY:** TECHNOLOGY

**CLIENT:** MIMECAST

**CAMPAIGN:** HACKED OFF: TAKING CYBERSECURITY  
MAINSTREAM



South Africans have become targets of sophisticated global cybercriminals. In 2018, cybersecurity awareness was low – businesses and consumers were ill-prepared for cyberattacks as evidenced by the Liberty Group hack that took place at the outset of the campaign.

Realising that the best defence is greater cybersecurity awareness among businesses and consumers, Mimecast, a global cybersecurity company founded in 2003 by two South Africans and now listed on the NASDAQ, chose ByDesign and FURY to develop a B2B2C education and awareness campaign.

The goal: initiate action among consumers and businesses while driving greater media coverage of cybersecurity issues.

**mimecast**

**[ FURY ]**  
STRATEGIC

**ByDesign**  
COMMUNICATIONS



## STATEMENT OF OPPORTUNITY

Our challenge: South African companies and consumers were targets of cybercrime, but end-user awareness and understanding of cybersecurity remained low. Cybersecurity is a technical topic, leaving consumers and non-tech media disengaged.

We identified three opportunities:

- Mimecast could provide local insights and global best practice to discuss the urgency of cybersecurity.
- Using simple language, Mimecast could play a vital role in bringing attention to cyber risks and encourage less risky behaviour.
- Through agenda surfing, Mimecast could bring cybersecurity education messaging into mainstream business and consumer media.



*Heino Gevers of Mimecast on CNBC Africa discussed the annual R2.2 billion loss that businesses in South Africa experience due to cyberattacks.*

## RESEARCH

To understand where to start, we had to understand three things:

- What are the common news narratives around cybersecurity?
- What are competitors saying and how are they saying it?
- What cybersecurity-related forums exist, and how do they frame related issues?



Backed by desktop research and several research reports including global research by Vanson Bourne, a quarterly Email Security Risk Assessment, and a global Threat Intelligence Report – all with local insights and findings, we discovered the following important insights:

- Cybersecurity news was technical, catering to a tech audience.
- Not many consumers and non-tech media knew about Mimecast.
- Cybersecurity risks to SA businesses were extremely high:
  - A global Threat Intelligence Report indicated that SA experienced the longest running cyberattack campaign among all markets tracked: US, UK, Australia, Germany and SA.
  - More than half of SA businesses believed it is likely or inevitable that they'll suffer a negative business impact from an email-borne attack.
  - Incidences of ransomware attacks increased by 23% in a year.
  - Nearly 9 out of 10 SA businesses experienced a phishing attack in the last year.
- In light of this, we found we could directly link gaps in cybersecurity knowledge to Mimecast's offering. For example:
  - Nine of out ten cyberattacks use email.
  - 95% of successful cyberattacks involve human error, making end-user awareness training essential.
  - Only 10% of organisations conduct regular security awareness training, indicating the need for education.

## PLANNING THE CAMPAIGN

Armed with our research insights, we understood that we needed to achieve three tasks:

1. To develop a better understanding of cybersecurity risks and best practices among audiences.
2. To bring cybersecurity awareness into mainstream business and consumer media
3. Build credibility to Mimecast's knowledge and expertise by positioning spokespeople as trusted advisors.

For a bonus point, we would also attempt to outperform Mimecast's main competitor, Microsoft Office365, in terms of Share of Voice and Power of Voice (tracked independently by Onclusive).

We developed content and media angles that drove home the urgency and dangers surrounding cybercrime while providing helpful educational tips to media.

Our content needed to emphasise these campaign messages:

- Falling victim to a cyberattack is inevitable for SA businesses.



- Having an effective cyber resilience strategy in place is the best way to prevent, manage and limit the potential damage of a cyberattack.
- Cybercrime is driven by sophisticated criminal networks that rival multinational companies in size and scope.
- SA businesses and consumers remain unprepared and unaware of the risks.
- By improving email security and end-user awareness, organisations can greatly limit their risk and potential damage of cyberattacks.

#### Target audiences:

Primary: SA organisations

Secondary: Consumers, media

Actions required: for SA businesses to protect employees and customers by implementing a cyber resilience strategy that protects against cyberattacks while ensuring business productivity, restoration during an attack.

#### Media channels:

Earned:

- Editorial content pitched to business and technology media; rapid response interviews pitched to consumer and business media; consumer-friendly tip sheets pitched to consumer media.
- Desk drops to media for the Cyber Resilience Summit (CRS).

Paid:

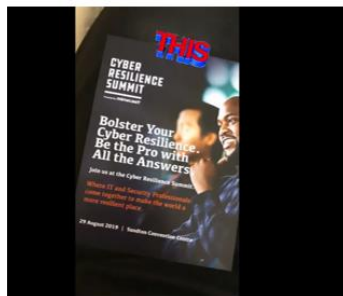
- Media partnership with MyBroadband and BusinessTech; in-flight magazine partnership across local in-flight titles; search and social media advertising.

Owned:

- CRS event held in Sandton in October, drawing customers, partners and media.
- A Mimecast CRS event page
- Mimecast website
- Mimecast blog

Shared:

- Mimecast's social media LinkedIn, Twitter, and Facebook pages.



*Journalists Nafisa Akabor and Tiana Cline social posts on their Lego deskdrops for the CRS, focused on “Build your cyber resilience”*



### **Getting people to care about cybersecurity by saying the right things in the right places:**

- We audited existing local and global Mimecast content and adapted it for the SA market, which was built into a content schedule with topics for consumer, business and tech media.
- Trained Mimecast's experts who would be the campaign voices.
- Pitched business-focused educational articles looking at:
  - The impact of the POPI Act on cybersecurity
  - Findings from the global Mimecast State of Email Security Report
  - Cybersecurity trends
- Consumer-friendly content around days of significance:
  - Safe online shopping – Black Friday
  - What to do if you fall victim to cybercrime
  - How to spot a phishing email

### **Adding Mimecast's voice to mainstream discussions:**

- We realised that our best chance of getting Mimecast – a B2B company with low levels of consumer awareness – into the public consciousness, was to link our messaging to events and themes that resonate with consumers.
- Developed standard pitches for different types of cyberattacks using research data and insights, significantly reducing response time.
- Conducted daily agenda surfing to find opportunities for adding Mimecast's voice, including:
  - The City Power ransomware attack
  - Superbalist's phishing email risks
  - SABRIC banking fraud report
- Established a partnership with MyBroadband and BusinessTech to access a large readership consisting of tech and consumer audiences.

### **Making Mimecast real for businesses and media:**

- The campaign culminated in the first-ever Cyber Resilience Summit in Africa, a one-day gathering of hundreds of customers, partners, and media in Sandton.
- Global Mimecast execs were flown in to bring global context to local cybersecurity challenges.
- A media partnership with in-flight magazines prior to the Summit accessed a consumer and business audience.
- Media desk drops helped build stronger relationships.

**IT-Online** @ITOnlineSA

Rapidly changing nature of **#cyber #threats** means **#resilience** is now more important than any other **#security #strategy** says Paul Stafford, VP of **#Mimecast Africa**. Kathy Gibson reports from **#CRSummit** ~

The changing nature of cyber threats - IT-Online  
Kathy Gibson is at the Mimecast Cyber Resilience Summit – The only constant in the technology world is the pace of change...  
it-online.co.za

12:13 PM · Aug 29, 2019 · Twitter Web App

<https://twitter.com/itonlineSA/status/1167017504373432320?s=12>

**IT-Online** @ITOnlineSA

Kathy Gibson at **#mimecast** Cyber Resilience Summit: In a rapidly-**#evolving #threat** environment, organisations must balance **#nextgen #security** with compliance says Christina van Houten, CSO at **@Mimecast** ~ [bit.ly/2Hzv8mK](http://bit.ly/2Hzv8mK) **#CRSummit**

12:05 PM · Aug 29, 2019 · Twitter Web App

<https://twitter.com/itonlineSA/status/1167015463303433379?s=19>

**IT-Online** @ITOnlineSA

**#mimecast #CRSummit** - inspiring.

**Sizwe Mkhize** @CayTweets · 23h  
Thank you @sarykhumalo for sharing such an inspirational story **#CRSummit #mimecast #ResilienceNow** [twitter.com/CayTweets/sta...](https://twitter.com/CayTweets/status/1166987856197365760)

10:16 AM · Aug 29, 2019 · Twitter Web App

<https://twitter.com/itonlineSA/status/1166987856197365760?s=12>

**FutureFocus IT insight** @FutureFocusIT

Developing cyber resilience was the focus of the **#Mimecast @mimecast #CRSummit** yesterday as the company explored **#cyberthreats** and what to do about them **#ResilienceNow** More here: [bit.ly/2HArwAZ](http://bit.ly/2HArwAZ)

Mimecast

**tech** TechSmart @TechSmartZA

This morning **@Mimecast** is seriously making its presence known for its **#CRSummit** at the **@SCC\_Joburg** with signage \*everywhere\* **#ResilienceNow**

8:35 AM · Aug 29, 2019 · Twitter for Android

**tech** TechSmart @TechSmartZA

With **@mimecast** this morning at the **@SCC\_Joburg** for the Cyber Resilience Summit **#ResilienceNow #CRSummit #Mimecast**

8:31 AM · Aug 29, 2019 · Twitter for Android

*Social media posts from media who attended the first ever Mimecast African Cybersecurity Resilience Summit*



## EVALUATION AND MEASUREMENT

### Position Mimecast spokespeople as trusted advisors among media:

- Doubled number of media interviews from 20 to 40 (2018 to 2019).
- Mimecast now receives unsolicited commentary requests from media.
- Mimecast data is quoted by industry players (SABRIC, ITEC) in non-Mimecast content.

### Bring Mimecast cybersecurity messaging into mainstream media:

- Consumer-friendly content (how to keep safe on Black Friday, how to spot a phishing email during your tax submission with SARS etc).
- Grew business press coverage from 57 pieces in 2018 to 149 in 2019.
- Increased total media coverage by 100% from 2018 to 2019.
- Increased broadcast media coverage by 650% (2018 to 2019).

### Build credibility around Mimecast's cybersecurity knowledge and expertise:

- Key industry players (SABRIC, ITEC) now quoting Mimecast insights in articles.



### *SABRIC (The South African Banking Risk Information Centre) referencing a Mimecast report*

### Outperform key competitor Office365 in terms of Share of Voice and Power of Voice:

- Increased Share of Voice from 48% in 2018 to 64% in 2019.
- Took lead over Office365 with 57% Power of Voice by December 2019.





## CONCLUSION

The 12-month campaign rapidly raised Mimecast's profile in SA among businesses, consumers and media. Cybersecurity has become a standard media reporting theme, and the awareness of cyber risks is improving as media coverage volumes swell. This has translated into improved business conditions for Mimecast's growth strategy in SA, and provides a template for similar campaigns in other key African markets as well as more developed global markets.



Coverage highlights from 2019 covering critical business and consumer topics

Word Count: 1181

Please see client letter of PRISM entry approval on the next page.



## CLIENT ENDORSEMENT LETTER

**mimecast**

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**7 February 2020**

**To whom it may concern**

**RE: PRISM AWARDS 2020**

This letter hereby certifies that I, Laura Rapson, in capacity as Senior Manager, Communications and PR for Mimecast South Africa, acknowledge and endorse ByDesign Communications in partnership with Fury Strategic include Mimecast for the Technology submission into the Prism Awards for 2020.

Should you have any queries, please contact me.

Regards

Laura Rapson  
Mimecast, Senior Manager, Communications and PR