

YOUNG LIONS COMPETITIONS



UNITED ARAB EMIRATES
DIGITAL CATEGORY 2021

UAE YOUNG LIONS DIGITAL COMPETITION 2021

Cannes Lions 67th International Festival of Creativity

Creative Brief

BACKGROUND:

du's vision to "add life to life" embodies our commitment to creating value for our business stakeholders, as well as the community and environment we operate in. This commitment is built upon a strong foundation of sustainable thinking and ethical values that help us define and decide how we engineer our products and services, how we treat our colleagues, how we serve our customers, and how we engage with the community.

At du, we realize that digital safety and wellbeing is one of the most crucial responsibilities towards our customers and the community at large. We believe it is our social responsibility to shed light on aspects such as the responsible use of the internet, data privacy and cybersecurity, and promote awareness about the hidden dangers of technology and social media if used inappropriately.

With this in mind, du launched its compelling #PostWisely campaign in November 2016 to raise awareness about the dangers associated with sharing information online, and to help people understand and use technology in a safe, meaningful, creative and engaging way, inspiring them to think before they post.

As part of this campaign, du shared a series of hard hitting Public Service Announcement (PSA) videos, providing a glimpse into the dangers lurking on the internet, as well as a social media user's relationship with the internet.

#PostWisely Videos:

- It is your life, until you share it (2016) - <https://bit.ly/3dHRt2g>
- If it were your pain, would you share it? (2018) - <https://bit.ly/2Mndqs3>

#PostWisely Achievements:

- Since its launch in 2016, #PostWisely campaign videos.... have been viewed close to 5 million times on our YouTube channel alone, and received numerous mentions in the media and from the general public. The campaign was also supported by several well-known public figures and media influencers
- Moreover, as a result of the campaign, audience feedback suggested that they had started to think twice, making informed decisions before posting personal information online
- du was recognized for its award-winning #PostWisely campaign, winning a Grand Prix at Dubai Lynx, and received a bronze for Digital Cause Marketing at the Digital MENA Awards
- The campaign received overwhelming social interaction of 4,000 responses from du followers, setting #PostWisely as the fourth top trending hashtag in the UAE in 2017. The campaign received a remarkable 62.5% positive sentiment, which is 3 times higher than the average benchmark around other du campaigns
- The campaign also generated 59.7 million impressions, reaching 14.4 million devices in the UAE, which translated to reaching an estimated 51% of the UAE population

PRESENT SITUATION:

UAE has long been known as one of the safest places to live. The 2020 Global Law and Order report placed UAE in the Top 10 of the world's safest countries, based on residents' ratings of a range of factors, including confidence in the local police force, feelings of personal safety, and incidents of theft, assault and muggings in the past 12 months. The 2020 Crime Index report published by global database Numbeo also ranked UAE the third safest country in the world and the second country in the region – with UAE securing a safety and crime index score of 84.55 and 15.45 points respectively. Unfortunately though, the level of safety is not the same online in the UAE.

2020 witnessed the Middle East facing a 'cyber-pandemic' with COVID-19 related attacks and crimes skyrocketing. The UAE alone saw a 250% increase in cyberattacks last year, as the pandemic forced organizations around the world to an immediate remote working scenario. But cybercrime isn't just a major issue for organizations and national governments. Cybercriminals target individuals as relentlessly as they go after large companies and organizations.

Upon the unlocking of popular digital services - Microsoft Teams, Zoom and Skype for Business, during the pandemic to facilitate a smoother work-from-home and learning experience, and lockdown restrictions amplifying video game usage amongst residents, hackers and malicious actors took advantage of this increased digital adoption with cyberattacks ranging from phishing, malware, man-in-the-middle, SQL injection, denial-of-service attack etc.

While organizations can afford a dedicated cybersecurity team, the average person is on their own when it comes to securing their computers and devices. That leaves millions of potential targets vulnerable to attacks that aim to cause chaos and distress such as identity theft, information theft (credit card pins and passwords), fraud and deepfake audio and video to mention a few. Social media is one of the primary targets for criminals, as are sites that process any sort of online payment.

CHALLENGE:

In the GCC, Trend Micro detected 41,236,550 e-mail threats; 13,181,016 URL victims; and 61,314 URL hosted attacks. Malware continues to surge, with Trend Micro recording 2,392,097 malware detections, and another 2,294 banking malware detections in the region. Cyberattacks disguised as information related to COVID-19 have been the single largest type of threat faced by organizations across the world in the first half of 2020. According to Cybersecurity Ventures, a cyberattack incident is expected to occur every 11 seconds globally in 2021.

Encouragingly, according to Trend Micro's recent study 'Head in the Clouds', 82% of the UAE's remote workers say they are more conscious of their organization's cybersecurity policies since the lockdown. However, many individuals continue to remain exposed to cyberattacks due to limited understanding.

We at du aim to raise awareness and educate individuals on the importance of being vigilant, and to take the necessary precautions to remain unharmed from such cyberattacks.

EXPECTED OUTCOMES:

To create a digital campaign with a powerful message and fitting hashtag, to emphasize the importance of the internet being utilized wisely and safely, with the necessary precautions in place.

TARGET AUDIENCE:

- The general public, of age 13+

MANDATORY:

- Use of du logo
- Include a 'call-to-action'
- Use of social media icons
- The campaign design should be in line with du brand guidelines

CONTACT INFORMATION:

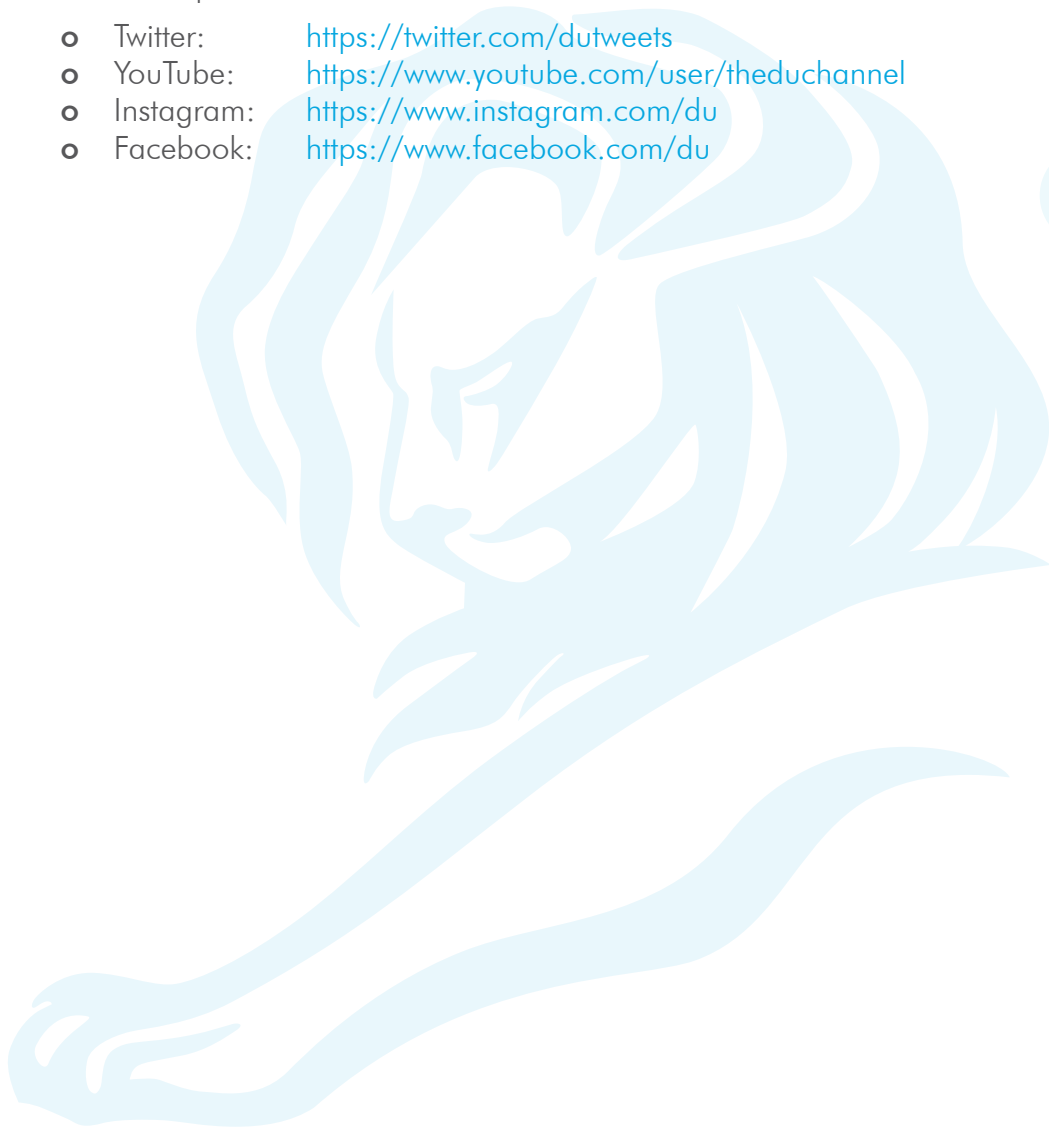
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RESOURCES:

- du brand guidelines
- du logo
- du social media platforms:
 - Twitter: <https://twitter.com/dutweets>
 - YouTube: <https://www.youtube.com/user/theduchannel>
 - Instagram: <https://www.instagram.com/du>
 - Facebook: <https://www.facebook.com/du>



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