

A woman with long dark hair is looking down at a smartphone in her hands. The scene is dimly lit, with a strong blue light source creating several bright, curved streaks of light that sweep across the frame, partially obscuring the woman. The background is dark, and the overall mood is focused and digital.

Cyber Security Awareness Month

Campaign overview

September 2023

Cyber Security Awareness Month

Campaign overview



Global report launching: 4 October 2023

- *Cyber Security Awareness Month* runs annually in October to raise awareness amongst both organisations and individuals about the importance of staying safe online.
- Mazars' global report, *Future proofing cyber security in an increasingly digital world*, details the actions companies need to take to mitigate cyber risks.
- Spin-off content (4 articles) will be promoted each week throughout October on key topics: cyber security in the public sector; cyber security regulations; insuring cyber risks; AI within cyber security.
- Simultaneously, an internal campaign will be run throughout October to promote cyber security best practice at Mazars. This will comprise a live phishing campaign, along with promotion of IT security policies and curated training.

Excerpt from global report

In a world that has become reliant on digital technology, most organisations' current cyber security strategies are no longer enough to combat threats.

Firms now need to adopt a proactive approach towards cyber security. We have identified five pillars of defence against cyber threats:

1. Identification
2. Prevention
3. Detection
4. Response
5. Recovery

Cyber security isn't a choice, it's essential. The urgency to act now, amid the advancing regulatory landscape and the growing necessity for companies to adopt a proactive approach towards cyber security, form the basis for a digital society that is safe, secure and resilient.

Cyber Security Awareness Month Campaign assets and channels

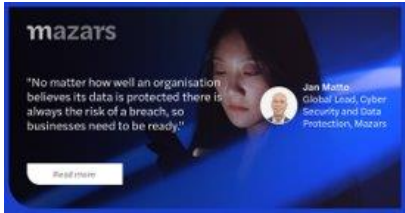
Assets



Hero content:
PDF report



Dedicated webpage:
Hosted on Mazars.com



Social media campaign:
Static posts and display ads
supported by paid
promotion



Spin off articles:
Articles on key topics within
cyber security promoted
throughout October

Channels



Report hosted on
mazars.com



Featured within the *Insights*
and *Cyber security* web
pages and on the
homepage carousel, and
on country websites



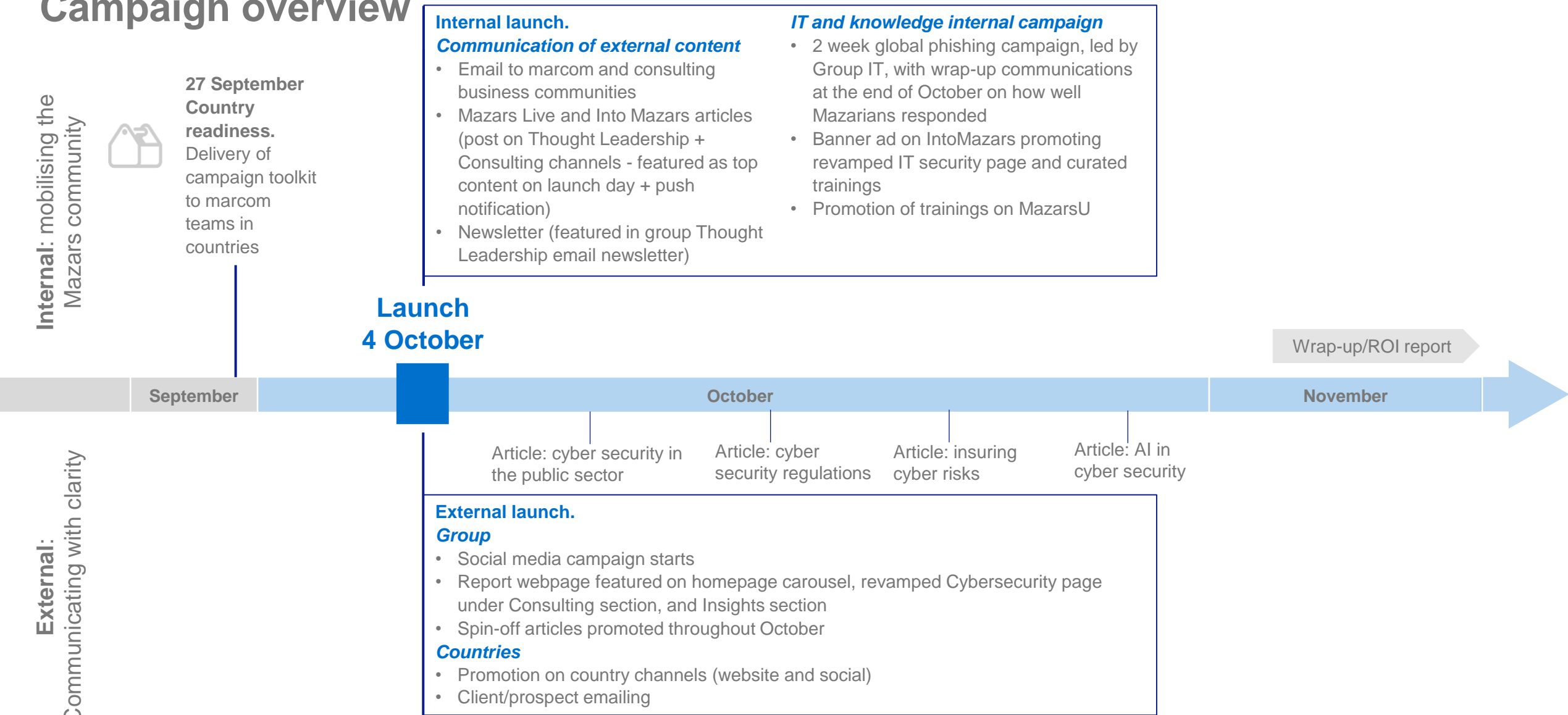
LinkedIn and X
Group and country
accounts



LinkedIn, X and
mazars.com
Group and country
accounts

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Cyber Security Awareness Month

How can you get involved?

Opportunities

- Leverage the external content for national marketing campaigns
- Raise awareness of the report's existence with your teams and help them share it with clients and prospects
- Promote cybersecurity best practices internally

Launch day checklist:

Thought leadership report

- ☐ Update your cybersecurity service page with the refreshed content
- ☐ Publish campaign landing page on your local website
- ☐ Promote the report via social media
- ☐ Plan posts to promote article series
- ☐ Encourage your teams to send the report to clients and contacts

IT and knowledge

- ☐ Push lock screens to your country IT systems
- ☐ Put up posters in offices

Toolkit:

Thought leadership report

Assets for external promotion of report and articles:

- PDF report
- 4 spin off articles
- Webpage copy: cybersecurity report, revamped cybersecurity service page
- Press release
- Social media copy, visuals and calendar
- Client email copy
- Global ad

IT and knowledge

Assets for internal promotion of cybersecurity best practices at Mazars:

- Lock screens
- Posters
- Email to staff

Contact

Mazars

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Mazars is an internationally integrated partnership, specialising in audit, accountancy, advisory, tax and legal services*. Operating in over 90 countries and territories around the world, we draw on the expertise of 40,400 professionals – 24,400 in Mazars' integrated partnership and 16,000 via the Mazars North America Alliance – to assist clients of all sizes at every stage in their development.

*where permitted under applicable country laws.

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