

ANNEX A

MEDIA FACTSHEET

“BETTER CYBER SAFE THAN SORRY” CAMPAIGN

The Cyber Security Agency of Singapore (CSA) has launched the “**Better Cyber Safe than Sorry**” national cybersecurity awareness campaign. Progressively from July 2021 till January 2022, CSA will use a mix of out-of-home, digital and free-to-air media platforms to achieve the objectives of the campaign: increase awareness of cybersecurity and improve adoption of good cybersecurity practices in daily life.

Working with its creative agency, Splash Productions, CSA’s fourth edition of the national cybersecurity awareness campaign focuses on drawing parallels between the four good cybersecurity practices/tips and our everyday life. The four practices/tips are: use of strong passwords and enabling two-factor authentication (2FA); spotting signs of phishing; use of anti-virus software; and updating computer software. For example, the analogy of using a strong lock to secure one’s home parallels the good cybersecurity practice of using strong passwords and enabling 2FA (2-Factor Authentication) as an additional layer of protection. Another analogy is drawing a parallel between protecting oneself from physical viruses, and using an anti-virus software to protect your smartphones and computers from malware.



The key visuals will be repurposed into 30-sec videos for airing progressively online and in free-to-air media channels. CSA will also produce instructional “how-to videos” for seniors on using strong passwords and spotting signs of phishing. The two videos will be hosted in English and Chinese by bilingual Singapore host, Samuel Chong (张永权), and subtitled in Malay and Tamil. These videos will be used as a teaching resource by CSA and its partners under the **SG Cyber Safe Seniors Programme (see Annex C)**.

CSA has also engaged artiste Naomi Yeo to host the “how-to” videos on use of strong passwords, spot signs of phishing and use of anti-virus/update computer software targeted at students and young working adults.



Publicity campaign

Besides digital and broadcast platforms, CSA will also use out-of-home media channels such as bus stop ads, bus wraps and HDB lift stickers as part of the campaign's marketing mix. CSA is also partnering with Shopee, Carousell and NTUC FairPrice to amplify the campaign. Digital banners and ads will be placed on the Shopee and Carousell apps, and campaign posters will be put up in 150 NTUC FairPrice outlets.

Media can download key visuals for the campaign [here](#).

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