

CIPR 2011 PRide Awards – July'11

Category 11: Best Use of Social Media

Entry Reference: WOE-12210319

PR Company: Media Safari www.mediasafari.com

Client: BitDefender www.bitdefender.co.uk / www.twitter.com/ukbitdefender / www.facebook.com/bitdefender

Background / project brief

BitDefender is an award winning creator of internationally certified internet security software. BitDefender continually aims to set new standards in proactive threat prevention and protects tens of millions of home and corporate users around the world every day. BitDefender engaged Media Safari in mid June 2010 on a nationwide [UK] PR campaign to raise awareness of the growing trend of cybercrime; to stimulate debate and interest amongst key influencer communities; and to position the brand and its key 'threats labs' personnel as leading authorities in the field.

The campaign strategy – 'BitDefending The Nation'

The campaign theme '**BitDefending The Nation**' evoked a sense of a nation under attack from cyber criminals, viruses & malware. The PR strategy involved highly proactive public, media and digital/social media relations to reach key influencers, IT security personnel and prospects. It involved a number of off and online tactics to reach the target audiences. This document outlines the digital/social media (online) tactics used to realise the collective campaign objectives.

Digital / social media objectives

1. To engage professional IT decision makers and tech savvy industry influencers around the topics of cybercrime and internet security
2. To encourage debate / discussion with communities whose opinions are valued (evaluated by number of Twitter 'followers', comments on blogs etc.)
3. To build closer relationships with IT trade, consumer technology and national media in digital spheres PLUS technology and lifestyle bloggers
4. To stimulate a viral spread of information relating to virus alerts and commentary on leading cyber threats
5. To promote understanding of BitDefender's brand values and educate target communities on its award winning internet security software



Online targets

BitDefender's research showed that internet security software is a considered purchase, with consumers frequently seeking the opinions and recommendations of those more 'tech savvy' than themselves. In order to reach BitDefender's key audience of consumers, Media Safari therefore sought to influence those considered to have respected opinions on technology and internet security. Key audiences included:

- Professional consumers ['Prosumers']
- IT managers
- Security experts
- Security organisations
- IT / tech media / journalists
- Technology bloggers

Digital / social media tactics (Outputs)

Media Safari used a number of online digital tactics to realise the campaign objectives:

1/ Twitter tactics – www.twitter.com/ukbitdefender

- **Daily tweets** covering macro cyber issues e.g. hacktivism, industry news garnered from national news media, BitDefender research etc.
- **Retweeting [RT]** tweets of interest regularly such as those from security experts, industry news sources and from a selection of BitDefender's 'followers'
- **@mentions** to engage directly with BitDefender's active followers and to reach out to selected members of the *Twittersphere* within our target audience
- **Follow Me & RT Competitions** to win prizes e.g. iPad 2 in exchange for following and retweeting BitDefender content
- **#FF (Follow Friday)** to thank and promote those who have shown interest and engaged with BitDefender content that week

2/ Digital media relations

- Weekly distribution of 1-2 **web optimised news** releases to target online news sites across the internet
- Proactive **media hijacks** (average of 6 per month) responding to macro news agenda to supply commentary & reaction to key issues e.g. hacking of CIA
- Proactive **themed content suggestions** generated every fortnight on topical issues to create opportunities and encourage online media to engage

3/ Engaging the blogosphere

- **Blogger outreach** - reaching out to key technology bloggers with insightful suggestions for content based on their own interests and recent posts
- **Sponsored conversations** - managing sponsored conversation campaigns in key verticals e.g. shopping, celebrity, 50+s, film, gaming & music



4/ Facebook – www.facebook.com/bitdefender

Media Safari managed BitDefender's UK Facebook profile in the period 14/09/10 to 11/05/11 whereupon it was taken into the global corporate account.

- **Regular posts** - Identifying relevant news from Twitter feed and adapting content for an average of 2+ Facebook posts per day
- **Competitions** - Delivering and driving competitions to the BitDefender Facebook page to support the global 'Enjoy the ride' campaign to win a car

Results (Outcomes)

1/ Twitter

- **1,131** tweets since July 2010 – average of 5 per day over life of campaign
- **2390** RTs by core targets demonstrating engagement and the viral affect / power of Twitter
- This generated a total of **2,501** followers in 12 months across a range of key markets. Examples include:

Category	Profile name
Prosumer	@comtech247, @Asheligh_IT, @AquilaComputers, @RedFishTech, @QualityUKBooks, @IronGate_group, @EMCHealthcare, @tengomedia, @HomeOfficeDepot, @ComTech247
Consumer	@nutmeg321321, @dipsymummy, @fairydust, @bullinachinashop, @rotherham30, @buzylizzy, @surreysunshine, @LondonBirdLucy, @starmagenta, @chrriss88
IT Managers	@maximusimpact, @dalerapp, @susankman, @GoCompareDan, @mscandroli, @AllanITpro, @theITguy90, @cyberwar_geek
Security Experts / Organisations	@pcsecuritylabs, @SecurityMetrics, @IdentityG, @SIUChiefExec, @cyberwar, @ISSAIreland, @NationalCDCC, @SecureVector, @Kaspersky, @ArrestSpam
Media	@wwwfirewall, @iblametom, @KidAroundMag, @OutsourceMag, @PCROnline, @channel_pro, @SCMagazineUK, @DanRaywood, @ProSecurityZone, @micromart,
Bloggers	@ZathUK, @british_geek, @SecondHack, @Mumstheboss, @technoholicjakk, @tracyandmatt, @meetJoSmith, @teksquisite, @bullinachinashop

2/ Digital media relations

- Average of **20 online cuttings** per month building closer ties with tech media and tech bloggers
- Average of **12 pieces of online coverage** per month generated as a result of proactive commentary or content suggestions from Media Safari

3/ Engaging the Blogosphere

- Relationships forged with key blogs such as tracyandmatt.co.uk, electricpig.co.uk, gaj-it.com and uk.techcrunch.com resulting in **61 inclusions**
- **4 sponsored conversations** opportunities secured and set up with Sixtyplusurfers, Mum's the Boss, Little Mummy and Heckler Spray



4/ Facebook

- UK Facebook posts contributed significantly to the **84,740** 'Likes' on BitDefender's global Facebook page [UK statistics no longer available]

5/ Overall

- The campaign assisted in generating a **300% uplift in web traffic** to www.bitdefender.co.uk with an average conversion of **7% to sales**
- Online sentiment trackers *Techrigy* & *Ubertvu* used to monitor response moving from NEUTRAL to **MOSTLY** or **EXTREMELY POSITIVE**
- Consistent weekly coverage updates and end of month **campaign progress reporting** including digital/social media activity snapshots

