



Google

TEST aCHATS

Protecting yourself online is
cybersimple(.be)



Did you know....



3 out of 4 Belgians use the internet daily

2 out of 3 of them don't know how to protect themselves online

1 out of 3 had a negative experience online

9 out of 10 are interested in web safety

Strategic Approach

- **Trusted voice - Partners**
- **Accessible**
- **Engaging**

The collage features three overlapping web pages. The top page, titled 'Fake e-mails : never be fooled again!', is from the Centre for Cyber Security Belgium and includes a 'Print' and 'Share' button. The middle page, 'How can I protect myself online during the holidays?', is from the Belgian Federal Police and also has 'Print' and 'Share' buttons. The bottom page, 'Are you an expert on how to protect yourself on the web?', is from the Police and includes a 'Take the test now' button. The pages are colorful and feature cartoon illustrations of people and devices.

The screenshot shows the 'Cybersimple' website interface. The main header reads 'Protecting yourself online is cybersimple!' with a 'Take the test now' button. Below this is a grid of content cards. The 'Accounts' card discusses strong passwords. The 'Browsing' card discusses privacy settings. The 'Devices' card discusses software updates. A 'Kids' section features a large 'ON/OFF' graphic and a 'Set up parental controls' button. A sidebar on the right offers 'More than 80 easy and useful tips to protect yourself' and a 'Filter the tips' button.



With the support of

The footer contains the logos of the supporting organizations: Centre for Cyber Security Belgium, ibz Federal Public Service Home Affairs, Child Focus, Digital Belgium, European Consumer Centre Belgium, and the Police.

Creative Approach

- Easy to digest
- Actionable tips
- Relatable characters

The image displays a collage of social media posts related to phishing. The posts are arranged in a grid-like fashion, with some overlapping. Each post features a blue header with a white envelope icon and the word "Phishing".

Key elements of the posts include:

- Tip 1:** "Only send information to a website if it's using HTTPS"
- Tip 2:** "You have received an urgent message by e-mail, think twice before you respond!"
- Tip 3:** "Use an ad blocker to protect you from malicious ads and pop-up messages"


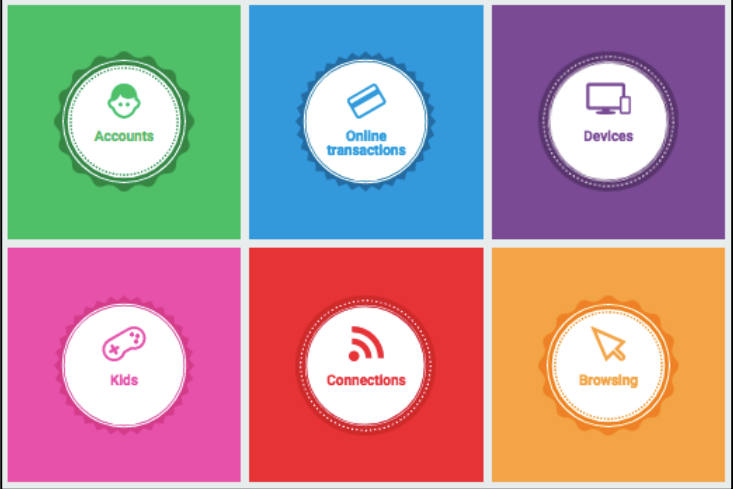
Illustrations include a red Wi-Fi router, a man looking at a smartphone held by a thief, and a large green sign with the word "FREE" on it. A bottom post contains a warning: "But stay vigilant even if it is, malicious sites have been known to obtain HTTPS certificates as well." and "Always verify that the URL of the site you're on is exactly the same as the site you want to be visiting: the domain name 'f. ex. 'google.com' can only be preceded by https://, a dot (f. ex. mail.google.com) and be followed by '/'".

Cybersimple Creative Approach

- Gamification

Ready to test your knowledge?

Already an expert in web safety... or do you need to learn more to be able to protect yourself online?
Find out now by taking on one of our challenges around 6 web safety topics:



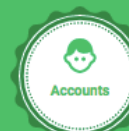

Ready to test your knowledge?

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Do you know enough to protect your online accounts ?

Your score
★★★★★

Start the test



Ready to test your knowledge?

Already an expert in web safety... or do you need to learn more to be able to protect yourself online?
Find out now by taking on one of our challenges around 6 web safety topics:

When creating a new password for my account I'll choose...

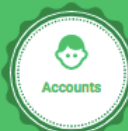

the title of a book

"theTitLeafABook"

"theTitLeaf1Book!@%*"

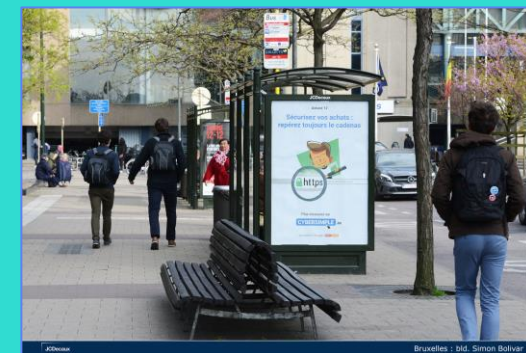
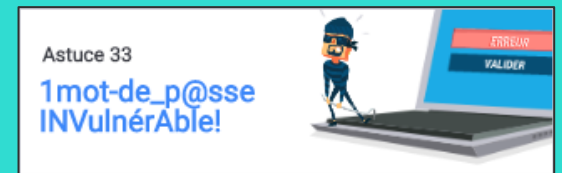
Why? Next question

Your score
★★★★★



Media Campaign

- **PR Launch event**
 - Local partners
 - Shareable content
- **Online**
 - Audience
 - Channels
 - Formats
- **(D)OOH**



Results

- 40+ PR hits
- Reach: 8 million Belgians
- Campaign awareness in main target group: + 4%
- (D)OOH Campaign Recall:
 - 17% of Belgian population
 - 34% of Brussels population
- Unique visitors on website: over 250,000

