



Honorable Mention

Red Consultancy and McAfee: How Do You Get a News Anchor to Say Brad Pitt and McAfee in the Same Sentence?

McAfee sought to expand awareness beyond traditional tech titles and into mainstream lifestyle media. To accomplish this, Red Consultancy created a campaign that appealed to broadcasters' insatiable appetite for celebrity news while educating consumers about online dangers – which McAfee's SiteAdvisor product could help combat. Using McAfee's research, Red revealed how cybercriminals use celebrity A-listers, like Beyonce and Brad Pitt, to lure Internet users to fake Web sites that look legitimate, but which contain embedded malware. Outreach was met with enthusiasm from journalists, entertainment hosts, and radio talk shows, generating more than 700 pieces of branded coverage on national and local TV and radio. "Excellent borrowed interest transcended the tech and security subject matter," noted one judge. "[They] used cultural relevance to reach the mass market."