Security Awareness Summit 2016
Lightning Talk: Animation Character Videos

Nastassia Tamari
Program Manager
Information Security Training & Awareness

August 2016
Company Overview

- Leading Global Medical Technology Company

- Massive integration after acquiring CareFusion Corporation
Concern

• Information Security messages became “lost” in a disproportionate amount of company emails

• Needed to reach our internal audience with security sensitive information
Taking the Opportunity

- Surveyed employees to assess communication channel preference for a clear way to communicate the multitude of changes
- Previously utilized internal videos
Next Steps

• Surveyed employees to figure out the way they wanted to be communicated to

• Needed a way to cut through the clutter
  – Pitched the animation video to people in a position of power (CIO, CISO, etc.)
  – Focused on concrete ideas, feedback and initial first reactions
  – Not longer than 90 seconds
Execution

• First video release announced the animation

• Used our CIO as an avatar

• Kept up the momentum by releasing multiple videos – spaced one month apart

• Encouraged employee interaction by creating a naming contest for the main character in the video
Lessons Learned

• Utilize mediums already available

• Take the opportunity to talk with the correct people

• Can only work once and it may not work for every company
Thank you!