

PR Week Awards 2016

Category: Best PR Campaign, Technology Sector.

Title of Work: 'Digital Amnesia – mobile-driven memory defects'

Agency Name: Berkeley

Company Name: Kaspersky Lab

Budgets: £52K including research and implementation

Summary (100 words)

Digital Amnesia - a modern human obsession, personal to everyone, full of drama and which effectively guided consumers seamlessly to Kaspersky Lab's IT security message.

This clever campaign quickly caught fire across the globe. Digital Amnesia went from a handful of mentions on Google to entering Kaspersky's own lexicon, with online search results in Jan 2016 returning 2.6 million mentions of the term.

With stories still appearing, the team has succeeded in creating a campaign to secure Kaspersky Lab's place in helping consumers protect something extremely valuable to them – their digital life.

Creativity and originality

Storytelling can mean the difference between extraordinary status and being just another brand.

Patrick Southwell, Berkeley's Director of Strategy, was working from home in Bristol on the day of a power cut. Soon he was on the phone to Scottish Power whose customer service representative asked him a seemingly easy question, "what is your home telephone number?" Pat could instantly recall his home telephone number from when he was five years old, but he couldn't recall his current home number that day.

He called through to his wife in the next room, "Rhiannon - what is our home telephone number?" She reached for her mobile device to look it up.

The brief and objectives

A few weeks later, Patrick attended a meeting at Berkeley's Reading HQ to discuss an interesting proposition from its client of six years, Kaspersky Lab. The Director of European Communications, Povel Torudd set a challenge to all of its PR agencies in Europe to compete for a project that would boost awareness of Kaspersky Lab beyond its traditional IT security audience.

The overall goal of the campaign was to strengthen the Kaspersky Lab brand across Europe and reinforce its core value of helping people to protect what matters most to them.

Success would be measured by;

- The ability to create a campaign that would help define what Kaspersky Lab stands for as a brand but that cleverly used storytelling to ensure that the Kaspersky brand was not the 'self-congratulating' hero of the story.
- Media Coverage – using Kaspersky Lab's own Net Effect media coverage scoring system which takes into account Key Message Penetration, Quality, Tonality and Third-Party Endorsement.
- An increase in web and social media traffic – not just clicks, and views but by engagement with the campaign theme itself at an emotional level.

The winning idea would be awarded a budget to further develop the campaign strategy, methodology and subsequent execution across Europe by Kaspersky Lab's PR teams.

Some months before a germ of an idea had emerged at a planning meeting between Berkeley and Kaspersky Lab's Ruth Knowles (Senior Corporate Communications Manager). If we are effectively outsourcing our memory to our smartphones, Kaspersky Lab could highlight this modern human obsession and its benefits but also warn that it opens up new security vulnerabilities that we need to understand and prepare for.

Method Deployed/Strategy

The creative teams galvanised around this central idea and the term Digital Amnesia was born. The campaign for Digital Amnesia was developed and pitched at an agency conference in Budapest shortly afterwards.

The in-house PR team at Kaspersky Lab, led by Ruth Knowles, wanted to use the concept of Digital Amnesia to raise consumer awareness of cyber security in a way that was fresh, powerful and full of human-interest, yet scientifically robust. So via Opinion Matters, European adults were asked about their ability to recall, from memory, phone numbers from their childhood and present day and also about how they look for and retain information found online.

The research formed the basis of a multi-channel suite of consumer-facing assets intended to drive news and conversations. The research report itself was drafted with the aid of two eminent cognitive neuroscientists, Dr Kathryn Mills at UCL and Dr Maria Wimber at the University of Birmingham.

Following that, a raft of media content was created, including press releases, by-lined articles, an infographic and real-life case studies – with tailored materials and templates created for global PR agencies.

On 1 July 2015, the story was delivered simultaneously to the world media, accompanied by social media activity which included video and instavids, a live online quiz and blogs. A series of interviews also took place featuring local experts and Kaspersky Lab's senior management.

Outcomes

Digital Amnesia went from a handful of references on a Google search to over 2.6 million in a matter of weeks across the world, not just within the original target of Europe.

The campaign generated 784 press articles globally, with a reach of 2.3 billion. From this Kaspersky Lab calculated its Net Effect at 1.04 billion. The Net Effect is calculated by multiplying the reach with an Impact Index score (Key Message Penetration coefficient x 0,2 + Quality Factor x Tonality Factor x 0,71 + Third-Party Speakers coefficient x 0,09) which in this case was 0.44.

The campaign has achieved 1,228 engagement mentions across social media, (including likes, shares and retweets) with a social reach of 82,538. What's more, the #digitalamnesia has received a whopping 5.13 million impressions. On the Kaspersky Daily blog, the Digital Amnesia story received 20,792 pageviews.

Relevance to objectives and brief

Kaspersky wanted a brand strengthening campaign that would take it away from the dry world of IT security and promote its core values around 'protection'. Online engagement with the campaign far exceeded expectations.

The Kaspersky team succeeded in creating a campaign with long-lasting results, securing the company's place in helping consumers protect something extremely valuable to them – their digital life.

Further phases of Digital Amnesia are now running. The first of these, a deeper look at Digital Amnesia at work, covering 13 countries has just returned from the field.

The perfect PR campaign tells a compelling story that is fresh, full of drama and relevant to the audience – Digital Amnesia ticked all of these boxes and more.