



PROJECT: 3-part Phishing Video (+Training Narrative)

DATE: 6.20.19

TITLE/EPISODE: "Phishing IRL"

VERSION: a1

Logline

An engaging, training-driven storyline designed to debunk myths about cyber criminals and better inform end-users about what phishing looks like in real life.

Characters

Connie (con-woman) - A professional cyber criminal who does not embody the typical 'hacker' trope, but is doing this for money, working with a criminal collective (CHAOS) around the world to infiltrate businesses, steal data and make \$. This persona counters the glorification of the criminal and humanizes/professionalizes the stereotype.

Mark (the mark/victim) - An employee of DataDojo who is under stress at work and at home, trying to stay on top of email and who appears to succumb to security fatigue by initially clicking the email and not taking time to really think about the consequences of his decisions. Video 3 redeems Mark by way of better decision-making.

Omniscient Narrator (unnamed) - A relatable, somewhat-snarky narrator who walks the viewer through the story and debunks myths left and right. His cognitive re-categorization of stereotypes and themes helps put the viewer in a new state of mind in which to understand phishing and learn security awareness best practices.

DataDojo - The victim organization which has products and services and clients (supply-chain) related to big data (a topic applicable to all companies who transmit data of any kind). In video 2 we see the DataDojo security team working to uncover the truth about the breach and origin of infection. The alt-scenario in video 3 redeems this company from breach and highlights the

potential for its resilience, given better decisions on the part of Mark.

VIDEO 1

VIDEO	AUDIO
VIDEO: Fade up from black	AUDIO: Mid tempo, cinematic music
VIDEO: Camera is pushing in on the back of what appears to be a man sitting at a desk and working on a computer, a typical ‘hacker’ trope of dark room, hoody, glow. computer...	AUDIO: <i>NARRATOR:</i> “Be honest. Part of you wants to see this guy as a basement-dwelling trustafarian or some hoody-wearing cyber villain...”
VIDEO: We still see what appears to be a man’s back in hoody, things on computer not yet visible...	AUDIO: <i>NARRATOR:</i> “...hiding behind pixels and blue light, but you know what? Cybercriminals are unexpectedly...”
VIDEO: Just as we hear the word “human” the camera is left enough to see that it is a woman, feet up on a swivel chair, coffee mug in hand. She suddenly spills coffee on her shirt (to show humanity) and removes hoodie (oversized sweatshirt) to reveal professional attire underneath. We now see things inconsistent with that stereotype. Pictures of family, a calendar of due dates, positive motivational quotes (etc.).	AUDIO: <i>NARRATOR:</i> “... human. and sometimes even <i>professional...</i> ”
VIDEO: She is checking her watch, and scrubbing out stains while crossing off tasks on a notepad, making calls, doing recon on a target... there are pictures of her family and a dog now visible. Calendar with due dates.	AUDIO: <i>NARRATOR:</i> “...deadlines and due dates, marching orders and job requirements, obligations for customer service... The motive is simple: your money.”
VIDEO: The narrator feels empathy. The camera is now on the complete opposite side it started on, looking at the back of the computer, and the front of the woman’s face getting to work again.	AUDIO: <i>NARRATOR:</i> “Earned dishonestly, crafted with malice...<feels empathy> But earned.”
VIDEO: The narrator walks through a door (portal) into another office space where we see the back of a computer and the front of a man’s face, clearly an	AUDIO: <i>NARRATOR:</i> “Now this guy, you’re thinking is a seasoned desk jockey, steady, immovable; with a neatly compartmentalized life...”

office employee. He looks hard at work and intent on the screen.	
VIDEO: A camera still panning clockwise and pushing in on man's face and desk. As we get closer, we see a messy desk, his desk phone and cell phone ringing off the hook and his stress level rising. He appears now not only human but emotional.	AUDIO: NARRATOR: "But you know what? He's human too..."
VIDEO: Camera finally sees his computer screen, getting blown up on internal work email, text messages blowing up, phone ringing off the hook, family calls and stuff like that. Breathing heavy, hands through hair, stress mannerisms. Narrator feels empathy.	AUDIO: NARRATOR: "...and sometimes even <i>emotional</i> . Bills due and overtime, honey-do's and oil changes, obligations to appear calm and collected. The problem is simple: overwhelm."
VIDEO: Narrator says line then goes through another door and a clock visible somewhere shows that time is passing, hours, then days and sun-up/down...	AUDIO: NARRATOR: "its such a human thing isn't it... to suppress emotions when there's work that needs done yesterday. And the world turns..."
VIDEO: Cut to black, narrator faces screen (like case in point)	Cinematic music fades, trap music replaces it
VIDEO: Wide angle with narrator against a dark backdrop... visuals over the shoulder (done in post-)	AUDIO: NARRATOR: "Let's zoom out. The silver lining is that is possible to identify criminal tricks online because they are not new - just age-old manipulation dressed up in code."
VIDEO: Narrator pointing over shoulder like in case in points to the criminal, email being crafted with topics found online and specific to the mark	AUDIO: NARRATOR: "And I know that doesn't mean its easy. Sometimes it feels like criminals know us better than we know ourselves, right?"
VIDEO: Video still on narrator, now showing visuals behind him of example phishing emails, suspicious elements (urgency), catfishing visual and oversharing on social media visuals.	AUDIO: NARRATOR: "I mean they craft words in emails that exploit our trust, they include a sense of urgency to trigger fear and reaction on impulse, they impersonate our friends and family for more information, and follow our digital footprints all over the internet."
VIDEO: Narrator still talking at camera, visual of the professionalism of connie and her criminal collective. Narrator	AUDIO: NARRATOR: "This is the business of cyber criminality. And I know you might feel scared... I did too for much of my life before <i>it</i> happened. But I

opening up and telling something personal...	know this: your fear can be wisdom in the face of danger and we can fight back..."
VIDEO: Narrator still talking at camera, visual of a charade or smoke and mirrors type thing.	AUDIO: NARRATOR: "I want to be like a mentor to you, here. I want to help you see the charade for what it is."
VIDEO: visual of mark getting the email, narrator slipping out through a side door out of sight, and the criminal closing the laptop as we see only the victim (man) unintentionally (and absentmindedly) pull up emails in a rush and lingers over what appears to be a suspicious email. We zoom in on mouse and can't tell if he clicks or not. ends on cliffhanger. scene fades to black...	AUDIO: NARRATOR: "...a ruse and an echo of the real... let's do this <i>together</i> ."
VIDEO: Cut to logo "Living Security"	AUDIO: Big music resolve on logo

VIDEO 2

VIDEO	AUDIO
VIDEO: Cut to logo "Living Security"	AUDIO: Big music resolve on logo
VIDEO: We see victim hover over link, we watch the mouse click, but instead of hearing a click we suddenly see the narrator snap his fingers and walk on-screen.	AUDIO: NARRATOR: "Maybe you're thinking that would have immediately infected the computer. But in real life, it's more subtle. You see, Mark is still hard at work and asleep to the fact that he is a gatekeeper to his organization... he has unintentionally opened wide the digital gates and given a cyber criminal keys to the kingdom...but they haven't yet plundered it if that makes sense..."
VIDEO: Nothing appears to happen on the victim's side other than a calculator app fires up along the bottom pane (running 'in the background') and he gets back to work, now going through file folders or papers or something, but the narrator goes back through another door and is back with the criminal.	AUDIO: NARRATOR: "It really doesn't happen all at once. It's more like the start of a chain reaction..."

VIDEO: On the other side, again, we see the cyber criminal realize that access has been established and that she can share with her criminal collective that she has a 'foothold.'	AUDIO: NARRATOR: "as power shifts to the villain like you might see in a movie"
VIDEO: She mouths the words 'we got him' before getting up and walking through an open door that the invisible narrator is holding open for her... they enter a conference room where she is video calling into a remote webex with other professional-looking people asking about her 'kill' and her writing on the whiteboard "no-MFA, valuable customer data for resale..."	AUDIO: NARRATOR: "Now, The other professionals in her crime ring are intent on finding 'what they have' (scare quotes) and further penetrating the victim organization..."
VIDEO: Narrator says line then moves toward another door and crosses over.	AUDIO: NARRATOR: "...so they can collaborate around the globe to cripple the organization and turn data into untraceable cash. They're also fairly excited that the security at Mark's company is pretty lax and they feel it should be no-time before they can offload some customer data."
VIDEO: Meanwhile, we see the victim organization's security team become aware that something is going on - SOC combing through logs trying to figure out origin of suspicious activity. The narrator enters back through a door to the victim again, now receiving a call from security that he may have been tricked by a cyber scam, and then continuing on to another door back to a scene by himself...User is finally informed he may have been exploited.	AUDIO: NARRATOR: "Meanwhile, the good guys are at work, too. The organization's security team is quickly figuring out that something is going on. Raw logs show an intrusion of some kind but they're not sure exactly what yet. Analysts are scrambling to contain the situation and identify the source. <shrugs> It's a race against the clock..."
VIDEO: Cut to black, narrator faces screen (like case in point)	AUDIO: Cinematic music fades, trap music replaces it
VIDEO: Wide angle with narrator against a dark backdrop... visuals over the shoulder (done in post-)	AUDIO: NARRATOR: "Maybe you wish you could ask him or empathize with him? Why did you click on the email? Did you think it was safe? Were you preoccupied? Were you curious or just caught off guard?"

VIDEO: enticing billboards pop up behind narrator	AUDIO: NARRATOR: <i>“But the reality is, we know exactly what he’s feeling with that level of overwhelm and sometimes there isn’t much critical thinking at all. Scammers don’t want you to think about their message. They want you to take action, fast. So they will often try to make you think that something has happened that requires you to immediately act. Bargain! Limited Offer! Today Only! Immediate Attention! Action required!”</i>
VIDEO: Maybe show gears spinning in victim brain or something, then a car veering off the road	AUDIO: NARRATOR: <i>“ Already, you are battling impulses to find out what all the fuss is about, right? And internally, your brain is trying to figure out whats going on at 100 miles an hour. Before you know it, you’re so far off course its nearly impossible to come back from it... ”</i>
VIDEO: narrator walks off scene as victim walks back to computer and sees screen say ‘your computer has been temporarily locked - please try again later.	AUDIO: NARRATOR: <i>“... trust me, though. Its actually OK to breathe, to stop and think, to ask security.</i> <i>The alternative just costs too much. There’s too much at stake... believe me...”</i>
VIDEO: Cut to logo “Living Security”	AUDIO: Big music resolve on logo

VIDEO 3

VIDEO	AUDIO
VIDEO: Fade up from black	AUDIO: Mid tempo, cinematic music
VIDEO: One week later flashes across the screen, we see victim in break room and looking up at a tv monitor mounted on the wall showing stocks trending down and another monitor flash a news story about how a broadcaster talking about how the company lost 5 million customers data to a security breach and how people are marching in the streets with signs that say ‘give us our	AUDIO: None, tension building.

data back...or repay what we lost!' ... victim appears to feels responsible.	
VIDEO: Narrator walks on scene and begins talking...	AUDIO: NARRATOR: "The most dangerous scenario is that the cyber criminals are skilled enough to utilize their access, steal valuable assets and get away with little trace... the consequences being a massive hit to stocks, data and cash reserves, large-scale reputation damage, and a slow-down in products or services sold.
VIDEO: The cyber criminal collective from earlier is seen 'cashing out' and living 'like kings' as the legitimate employees live 'like paupers' with cutbacks.	AUDIO: NARRATOR: "It is a scenario where criminals live like kings..."
VIDEO: Cut backs at work where we see a sign on the victim's break room that says 'no food until further notice'	AUDIO: NARRATOR: "...and legitimate pros like paupers..."
VIDEO: Fade up from black. Narrator alone like in Case in Points. Smiles at end of this line...	AUDIO: NARRATOR: "You might think after all this that Mark had no chance. The WE have no chance. But there is another way."
<p>VIDEO: Suddenly, the scene shifts and the narrator indicates there is another way.</p> <p>Footage rewinds back to the moment of the click, where we see Mark stop, breathe, linger over the link and then call security. Someone stops by his office and converses with him, looking at the screen and nodding. At last Mark mouses up to a button that has a fish with a hook logo and says "report a phish."</p> <p>We rewind further back to moments of Mark clicking "update software instead of ignore" on a desktop notification,</p>	AUDIO: NARRATOR: "...community. There is an old African proverb which goes sometihng like this: if you want to go fast, walk alone; if you want to go far, walk together." The same can be said of this story. When you want to act fast and impulsively, decide alone. When you want to act with care and common sense, decide together... for the common good. That way, we don't have to live like it's only a matter of time before something like this happens."

clicking CANCEL instead of GO ANYWAY when trying browse to a site that warns of potential malicious activity, connecting to good wifi, making time for calls from security on his desk phone... and the narrator describes a very different scene (alt-scenario) of what takes place in the presence of secure decision-making.	
VIDEO: Cut to black, narrator faces screen (like case in point)	AUDIO: NARRATOR: "Not to act is to act. Not to care is to care, albeit in a cold and complacent way. See anything that feels off in your gut? Talk it out. They'll tell you to look out for..."
VIDEO: phishing email example comes up on-screen)	AUDIO: NARRATOR: "red flags like when the sender address is different than the display name, or when you get generic greetings, or unnecessary pressure to click a link or download an attachment, or bizarre looking URL links."
VIDEO: We see Mark being congratulated by boss for his vigilance and service...	AUDIO: NARRATOR: "when you are stressed and emotional and just being human, its a whole new ballgame when receiving suspicious phone calls, emails, texts. That is why it is so important that we band together and continue to prepare for the real thing. Together, we can turn the weakest link into the strongest link in the chain"
VIDEO: security team from scene earlier now all looking at the camera and casually smiling	AUDIO: NARRATOR: " <i>We are here for you and we want to fight with you and for you, wherever and whenever.</i> "
VIDEO: Narrator now looking esp. straight into camera at viewer...	AUDIO: NARRATOR: " <i>This fight is all hands on deck. Are you in?</i> "
VIDEO: Narrator walks off scene through a door that says "security awareness training division - you are welcome here!" and scene fades to black while camera pans away...	AUDIO: NARRATOR: " <i>The choice is ... entirely... up to YOU.</i> "
VIDEO: Cut to logo "Living Security"	AUDIO: Big music resolve on logo

CAST

Narrator - host

Connie - cyber criminal

Criminal cohorts - 3x via skype?

Mark - victim

DataDojo - the company in question

DataDojo security team - SOC? maybe 2 or 3 people in a room

DataDojo CEO - 1

Extras - 2-3?

LOCATION

TBD

PROPS

TBD