**Scenario 1: DaaS**

* Player: You run a disinformation as a service company
  + It used to be a marketing company, but disinfo pays better
  + You’re based in the Philippines
* Brief: to run a campaign against a US company
  + Your customer is a rival company in Russia
  + They’ve paid you $10,000 for this
  + And expect results within 2 weeks because there’s a regulatory summit then
* Resources:
  + You have 5 people available
  + You have existing assets from other campaigns: Social media accounts, fake news websites
* Plan: Over to you
  + What do you do (narratives, techniques etc)? What resources do you need and use? What are your measures of success?

Your customer is a Canada telecoms company

You’re fighting to get frequency spectrum

That decision comes from a small number of people

* Narratives
  + Head of company T is laundering money (defamation)
  + Company T is using the frequency spectrum for alternative reasons (either for a conspiracy or logical narrative)
  + Company T will use the frequency spectrum for only one demographic i.e. rich white neighborhoods (political reasoning)
* Techniques
  + Bribe politician
  + Fake experts, Botnets
  + Start publishing stories on our fake news sites
* If we only have 10k$, why not start a bot based social media account to just push out the narrative on twitter, at a large scale with retweets and bot responses under the account of tweets of the company we are targeting?