The Plan

Our campaign is focused on spreading awareness about the public nature of information on the internet. The medium of our campaign is a commercial; its intended audience will be young adults. Our goal with this commercial is to inform young adults about how to appropriately release information and to better understand what they *really* discharge onto the internet. Our message is to stress these themes; identity theft and how to avoid it, personal information and when to reveal it, and responsibility while using the internet.

We want to prevent identity theft and other internet scams from affecting young adults, who may be at the most vulnerable stage of their lives. We want young adults to know that the internet is not private, and they cannot reasonably expect safety. We want to make young adults aware that not everyone they meet on a social network is trustworthy, during a time when they might be overly trusting of they meet online.

In our commercial we include inspirational people, such as Jennifer Lawrence, Emma Watson, Barack Obama, Robert Downey Jr., and Michael Sam, and their thoughts on the topic. By using the testimonial technique, we hope to inspire, influence, and inform young adults to take action and be more responsible. We are trying to spread awareness to everyone that it is hard to keep secrets online. We believe that young adults may not fully comprehend this problem but after our campaign, will be better able to understand the severity of this issue, and will be motivated by our commercial to be more cautious on the internet.

Script for Ad

Cast

Emma Watson [EW]  
Jennifer Lawrence [JL]  
Robert Downey Jr. [RD]  
Michael Sam [MS]  
  
[JL]: We are the generation of the internet.

[RD]: Not just that, but we are at the time when we need to realize the internet isn't perfect.

[EW]: It's crucial to understand that you'll never be totally anonymous on the internet.

[JL]: You probably already know some of these, but anyway...

[RD]: 1. Only check important things like bank accounts or emails on wifi that you really trust. Internet access is great, but not all wifi is created equal.

[MS]: 2. Be careful about tracking services on social media. Think about if you really want to tag where you are, or if your photos have tracking services before you post them.

[EW]: 3. Don’t post anything too personal, or anything you would regret posting. It may seem like a good idea, but you will regret it later.

[MS]: 4. Just use common sense, really. Be safe.