1. **Campaign**
2. **Slogan**
3. **‘American is under attack, but she cannot see her enemies.’** An eye-grabbing and catchy slogan will help focus the attention of the target audience.
4. **Techniques**
5. **Ideal placement of commercials:** Placing the commercial in a pivotal point in the Super Bowl will maximize its impact. Unanimously, all the screens will go static as part of the commercial without warning. People will think there is a problem with their reception. Then a message depicting the dangers of cyber hacking will come on. Thus, reaching the common man.
6. **Media coverage:** We will use the media for people to join the band wagon to support our campaign to safeguard against our messages being hacked when they enter foreign countries by claiming we will impose legislation to keep American encrypted messages in America. All encrypted messages going to foreign entities must be screened by the U.S.
7. **Scare tactics:** Using the card stacking tactic, we will portray no hope for our youth through pictures of the future generation by depicting a country ruined financially due to cyber hacking.
8. **Educating the Public**
9. **Tips from Homeland Security**
10. **Email:** Each month every email address would be sent a single email providing multiple tips on how to avoid cyber hacking on your devices. For example, the email could give tips on how to set stronger passwords for personal accounts, or information on the hazards of internet usage.
11. **Website:** A free website that offers tips, tactics, and advice on how to keep your personal information safe while using the internet. The website can have short, quick videos about hacking prevention or what to do if you believe your personal information has been compromised.
12. **Audiences**
13. **Teenagers**
14. **Social Media:** By using social media, we can put short, information ads in websites like Facebook so when the teenagers are looking through their news feed they can see small tips on how to keep their information safe while surfing the internet.
15. **Elderly Adults**
16. **Newspapers:** Putting propaganda into the newspaper would sway people into the direction of security by over exaggerating the need to be secure with their personal information.

While most people may think that using the internet is all fun and games, there are serious threats lurking around, such as cyber hackers that want to steal people’s information and use it to their advantage. By using our simple tips and tactics you are more likely not to be attacked and your private data will be secure.

