

**CYBER DEFENSE LABS**

## Creative Brief

### Campaign Objective

- What is the purpose of this campaign?  
To create Marketing Qualified Leads
- How will we measure success?  
By generating 300 leads in Q2.

### Audience

- Who or what is the audience we are trying to reach?  
The C-suite of auto dealers
- Where do they get their information?  
Trade associations
- What are primary communication channels to reach this audience?  
Automotive News, NADA Blog/Headlines, webinar, NADC, NTXAD
- Where do they gather (i.e. events, industry conferences, forums, etc.)?  
Websites and webinars for the above.
- Position currently – What does the audience think now?  
Aware of FTC rule, may not understand the point or amount of fines.
- Position Desired – What do we want them to think?  
It is time to act.

### Message

- What is the Unique Selling Position?  
We are the trusted experts, providing comprehensive cybersecurity to help auto dealers identify and reduce risk to confidently move their business forward.
- (What single thing makes us different from competitors?)
- Therefore, what is the key message to share with this audience?  
Contact us and act before the deadline
- What do they need to know?  
Deadline and pain points
- What pain points do we help these companies solve?

- Avoid breaches, Avoid heavy fines,
- What is our call to action?  
Contact us before it's too late.
- What are keywords or hashtags to support this message and communication?  
#autodealers, #cybersecurity, #FTC, #safeguardsrule, #compliance, #cybersecurity, #FTC, #compliance
- What images support or reflect this message?  
Automotive, mixed with our branding
- What proof points do we have to support this message (stats, case studies, research, headlines)?  
We have checklist, webinar, marketing slick, eBook as assets ... the proof point to support this messaging is the FTC Safeguards Rule. Our existing content also supports the other items.

### Marketing Elements

- What proposed mix of marketing elements should be used for this campaign?  
Trade association banner ads, LinkedIn and Twitter ads
- What assets do we need to produce?

### Tracking/Measure

- How will we track effectiveness of this campaign?  
Hubspot, LinkedIn and NADA Ad Buys

### Deadline(s)

- Indicate firm or soft:  
Q2, Q3, Q4. Soft, begin asap.

### Mandatories:

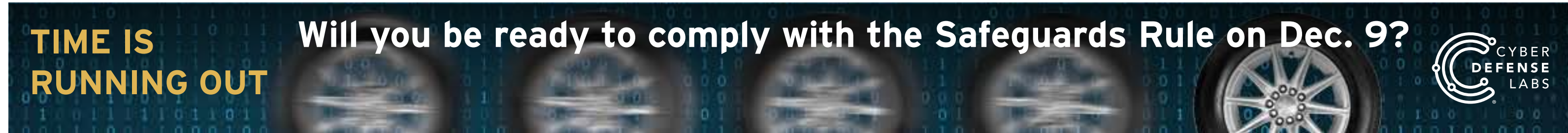
- What elements, if any besides branding, need to be present in this campaign  
CTA

### Budget:

\$30,000

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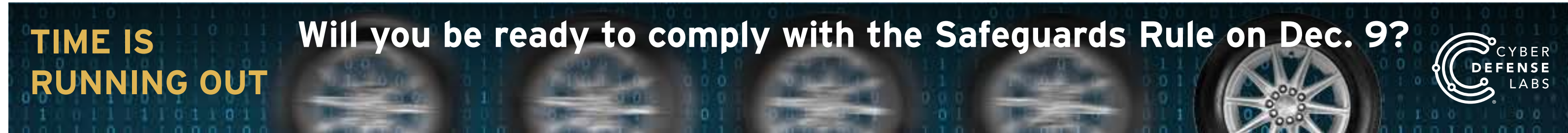
## Web banners for **ebook**: NADA



Banner Option #1, frame 1  
1200 x 100 pixel banner & similar for 970 x 90 pixel banner

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## Web banners for **ebook**: NADA



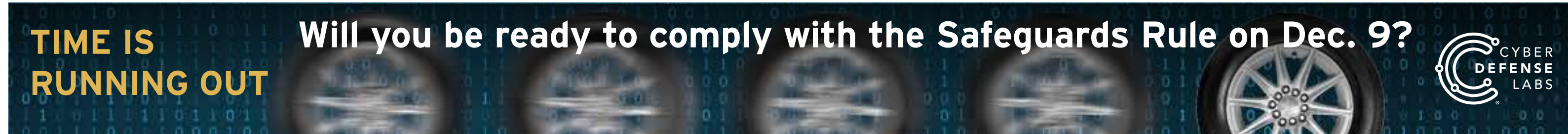
Banner Option #1, frame 1  
1200 x 100 pixel banner & similar for 970 x 90 pixel banner



Banner Option #1, frame 2  
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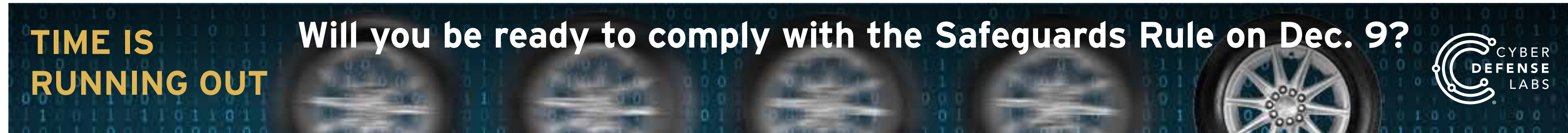


Banner Option #1, frame 2  
1200 x 100 pixel banner & similar for 970 x 90 pixel banner



Banner Option #1, frame 3  
1200 x 100 pixel banner & similar for 970 x 90 pixel banner

## Web banners for **ebook**: NADA



Banner Option #1, frame 1  
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Banner Option #1, frame 2  
1200 x 100 pixel banner & similar for 970 x 90 pixel banner



Banner Option #1, frame 3  
1200 x 100 pixel banner & similar for 970 x 90 pixel banner

## Web banners for **ebook**: NADA



Ad Option #2; Frame 1  
Right space/adjacent to Top Stories  
400 x 400 pixel banner



Ad Option #2; Frame 2  
Right space/adjacent to Top Stories  
400 x 400 pixel banner



Ad Option #2; Frame 3  
Right space/adjacent to Top Stories  
400 x 400 pixel banner

## Social media for **ebook**: LinkedIn & Twitter



Promote eBook, frame 1  
1200 x 628 (Shown near actual size on LinkedIn feed)

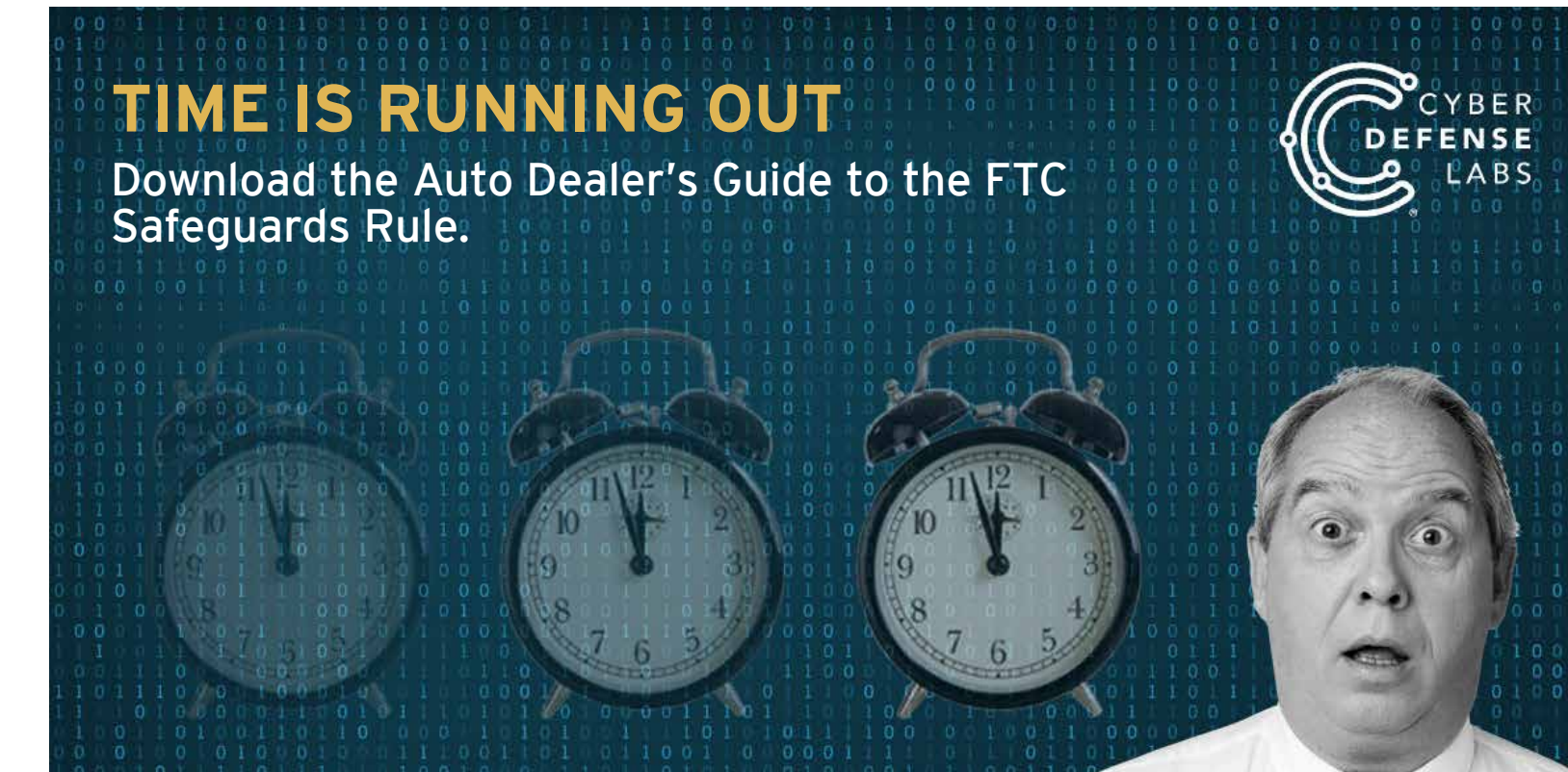


Promote eBook, frame 2  
1200 x 628 (Shown near actual size on LinkedIn feed)



Promote eBook, frame 3  
1200 x 628 (Shown near actual size on LinkedIn feed)

## Email campaign **ebook**.



### ATTENTION AUTO DEALERS

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E-mail Campaign  
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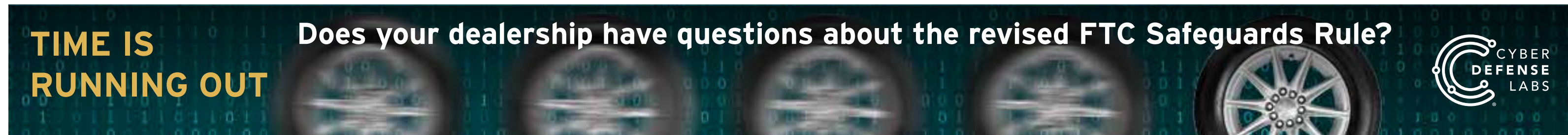
## Static Graphic: LinkedIn



Promote eBook  
1200 x 628 (Shown near actual size on LinkedIn feed)

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## Web banners for **webinar**: NADA



Banner Option #1, frame 1  
1200 x 100 pixel banner & similar for 970 x 90 pixel banner



Banner Option #1, frame 2  
1200 x 100 pixel banner & similar for 970 x 90 pixel banner



Banner Option #1, frame 3  
1200 x 100 pixel banner & similar for 970 x 90 pixel banner

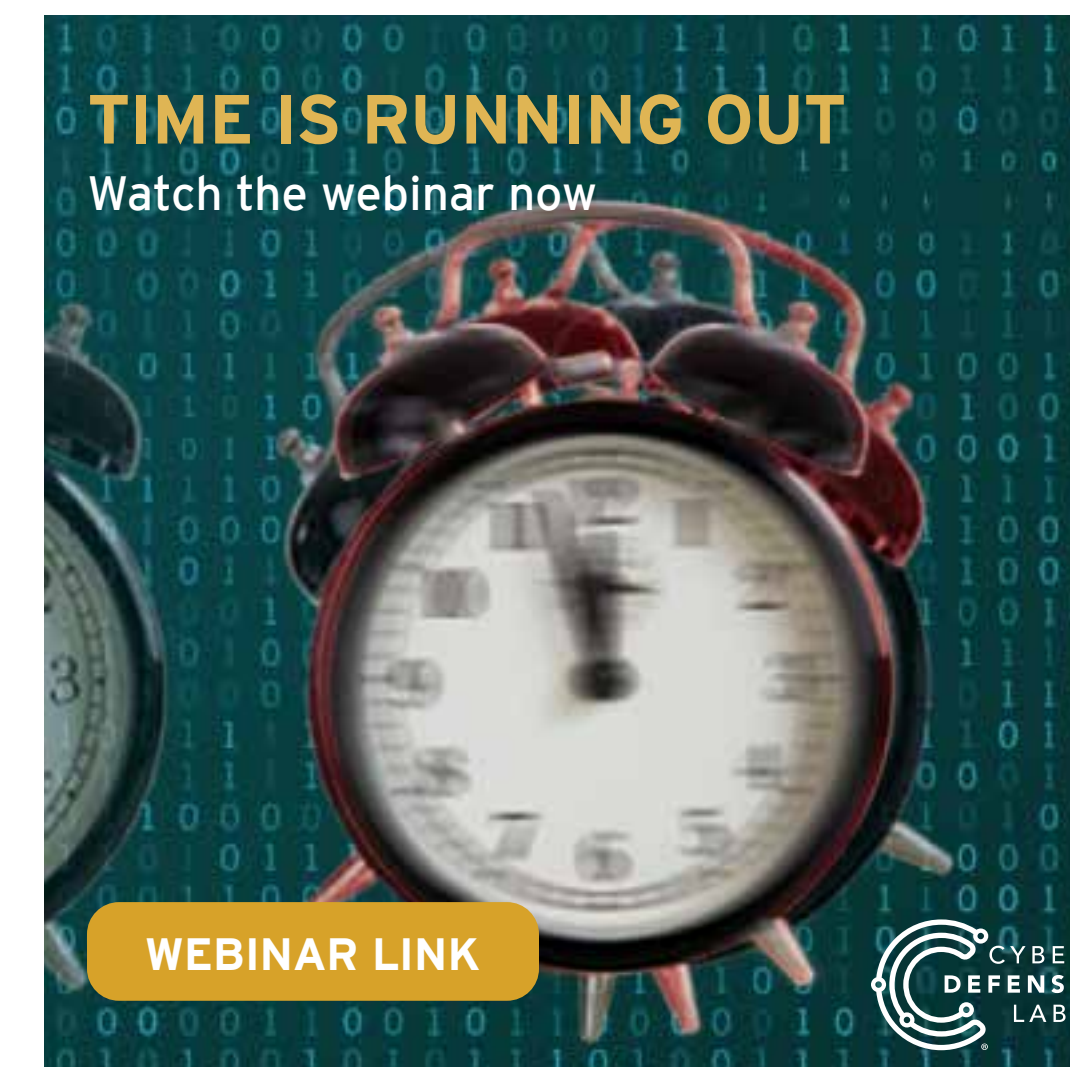
## Web banners for **webinar**: NADA



Ad Option #2; Frame 1  
Right space/adjacent to Top Stories  
400 x 400 pixel banner



Ad Option #2; Frame 2  
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400 x 400 pixel banner



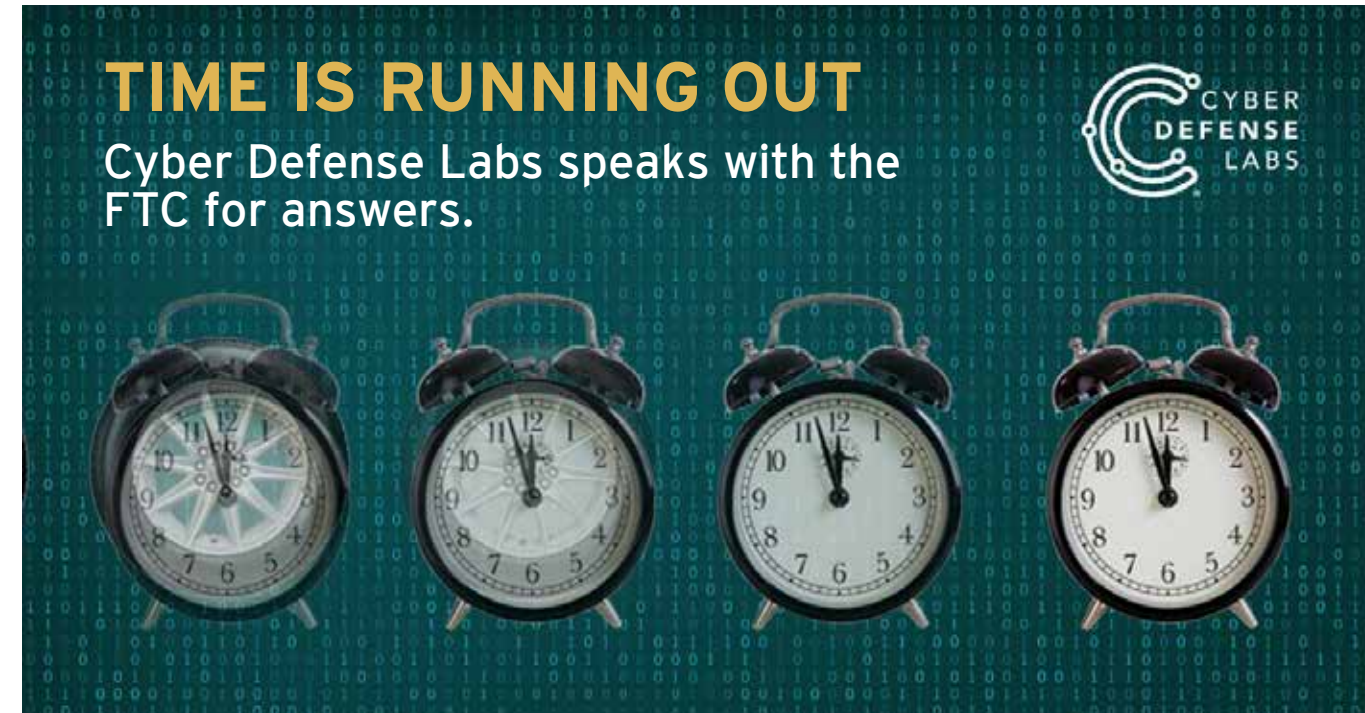
Ad Option #2; Frame 3  
Right space/adjacent to Top Stories  
400 x 400 pixel banner



Social media for **webinar**: LinkedIn & Twitter



Promote webinar, frame 1  
1200 x 628 (Shown near actual size on LinkedIn feed)

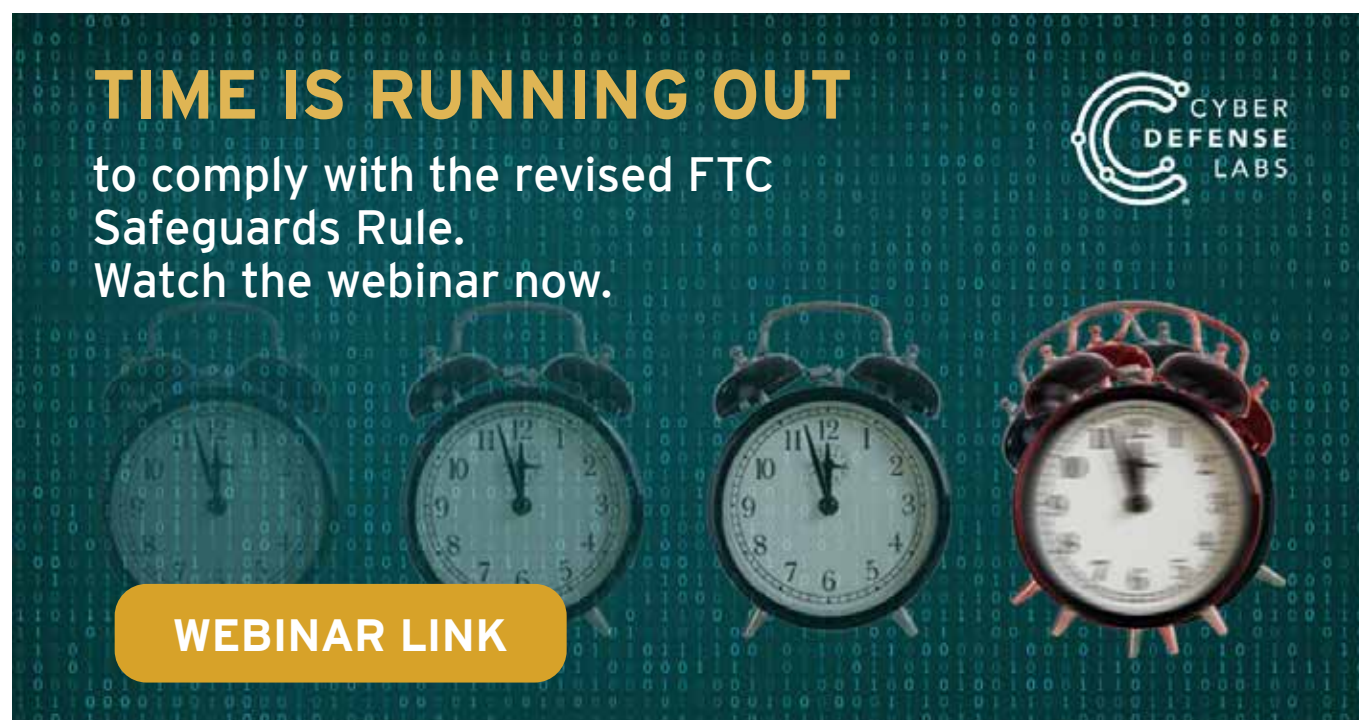


Promote webinar, frame 2  
1200 x 628 (Shown near actual size on LinkedIn feed)



Promote webinar, frame 3  
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Static Graphic: LinkedIn



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Email campaign **webinar**.



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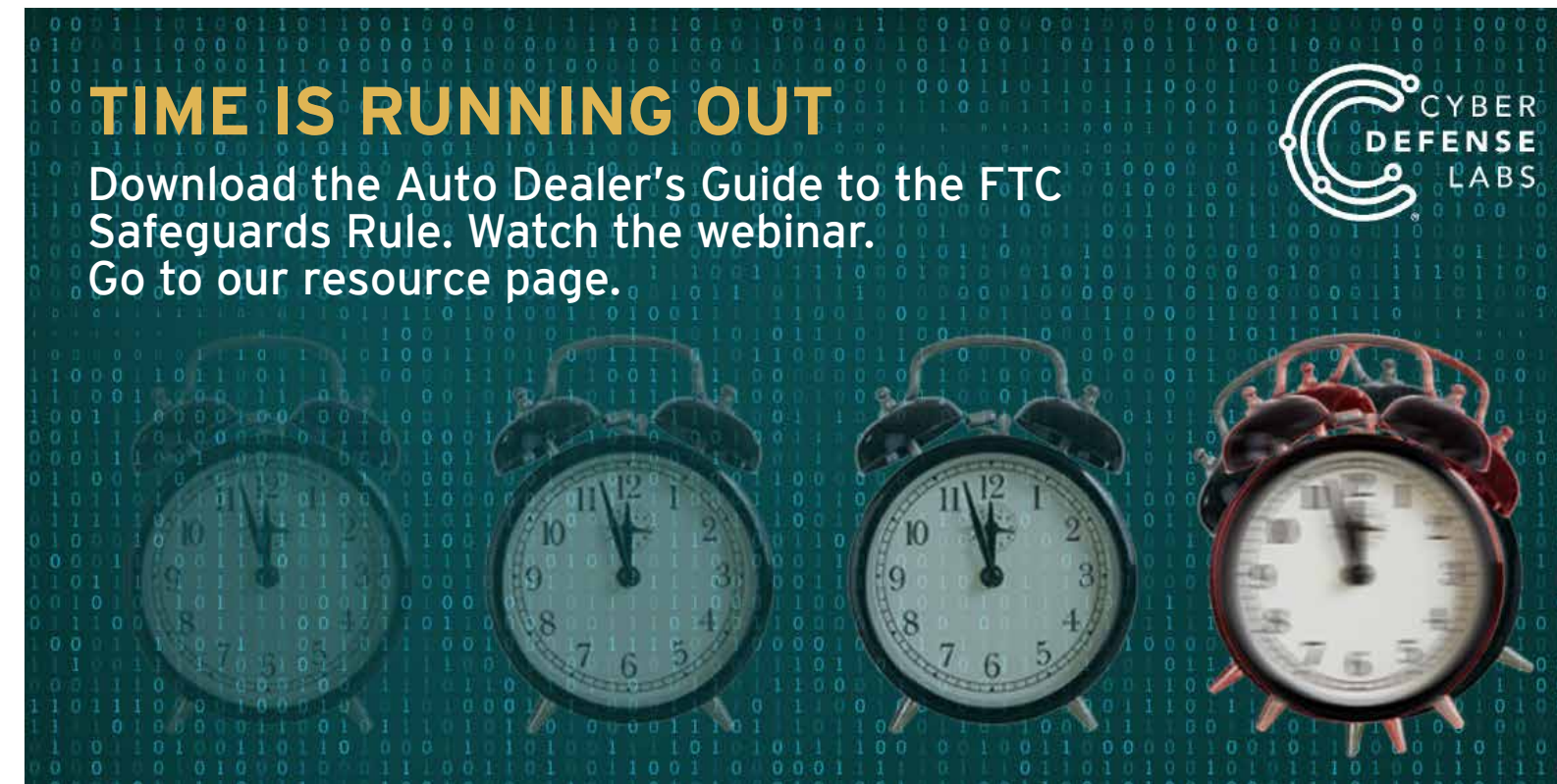


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E-mail Campaign  
Copy for e-mail to go out with webinar

## Email campaign **combo.**



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### E-mail Campaign

Copy for e-mail to go out with webinar, e-book and link to resource page

# August NADA Leaderboard ad concepts

Penetration Tests & Vulnerabilities assessment



**TIME IS RUNNING OUT** Bridge your cyber gaps with penetration tests & vulnerability assessments.

FREE CONSULT

A silhouette of a person in mid-air, jumping across a gap between two dark rock formations. The background is a dark blue gradient with faint binary code (0s and 1s).The Cyber Defense Labs logo, consisting of a stylized 'C' and the text 'CYBER DEFENSE LABS'.

**TIME IS RUNNING OUT** There may be better ways to stress test your cybersecurity.

FREE CONSULT

A photograph of an elephant balancing on a thin tightrope stretched between two rocky outcrops. The background is a bright, overcast sky.The Cyber Defense Labs logo, consisting of a stylized 'C' and the text 'CYBER DEFENSE LABS'.

**TIME IS RUNNING OUT** Bridge your cyber gaps with penetration tests & vulnerability assessments.

FREE CONSULT

A close-up photograph of a man with a beard and headphones, smiling broadly. The background is dark with faint binary code.The Cyber Defense Labs logo, consisting of a stylized 'C' and the text 'CYBER DEFENSE LABS'.

# August NADA Leaderboard ad concepts

Penetration Tests & Vulnerabilities assessment



**TIME IS RUNNING OUT** Do you know how to find the holes in your cyber shield?



**FREE CONSULT**



**TIME IS RUNNING OUT** We can fix the holes in your cybersecurity.  
Penetration tests & Vulnerability assessments



**FREE CONSULT**

