



**FEDERAL TRADE COMMISSION**  
PROTECTING AMERICA'S CONSUMERS

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**Creative Brief**

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**Objective:** Create an entertaining and memorable campaign to teach people how to spot phishing scams.

**Problem:** Cybercrime cost American's over \$300 trillion in 2019. Among cyber crimes, phishing scams are the most feared, yet many people don't know how to spot them. The Federal Trade Commission (FTC) has good tips on how to identify potential scams, but they are ineffective because the delivery is dry and dull.

**Target:** "Lonely Lindas" Women 65+. These women are intelligent, had successful careers, and are enjoying retirement. They are relatively wealthy and enjoy donating their money to a good cause. They were married for the majority of their lives, but are now widows. They wish their children and grandchildren would call them more, but they are hesitant to initiate contact. Lonely Lindas are the type to say "I don't want to touch anything because I don't want to screw it up," while using technology. This limits them in their technology usage.

**Consumer Insight:** They'd like to feel more confident online, but are unsure if the information they're getting is reliable and accurate.

**Brand Insight:** The FTC is the place to go to report identity theft, cyber security threats, scams, etc. They are a trusted government agency and have the power needed to deliver a message on a large scale; however, they lack the creativity to deliver the message in a memorable way.

**Strategy Statement:** For the lonely Linda's who are uncertain about their online safety, the FTC provides memorable media to help them recognize a scam, and empower them to live confidently in a digital world.

**Tone:**

Empowering, Memorable, Candid

**Note:**

Avoid ageism. These people are not dumb, senile, or unteachable.