

Evangelizing OTA's new IoT security and privacy framework

Making messages matter



The Online Trust Alliance (OTA) is a non-profit with the mission to enhance online trust and user empowerment while promoting innovation and the vitality of the Internet. Its goal is to help educate businesses, policy makers and stakeholders while developing and advancing best practices and tools to enhance the protection of users' security, privacy and identity.

SUCCESS MEASURED IN BUZZ AND FEEDBACK

- More than 45 original media mentions
- 70,000 social media impressions
- 230 social link clicks back to the framework in first ten days

INTERNET OF THINGS NEEDS SECURITY FRAMEWORK

The challenge: To enhance the long-term safety and reliability of new Internet of Things (IoT) devices, an OTA working group drafted a framework of security and privacy best practices for IoT device vendors and adopters. Since the ultimate success of the framework depends on companies putting the suggestions into practice, companies must first be aware of it. To accomplish this, OTA asked Voxus to help spread the news to as many tech decision makers as possible.

To reach C-level decision makers especially, OTA wanted to see coverage in top-tier business and industry outlets. But, to reach OTA's wider audience – people who could implement some of the security and privacy measures or give feedback to OTA – Voxus also needed the story to run in a variety of more specialized tech pubs. And with many high-profile cyber attacks dominating headlines, OTA had to cut through the clutter.

IOT TIME BOMBS

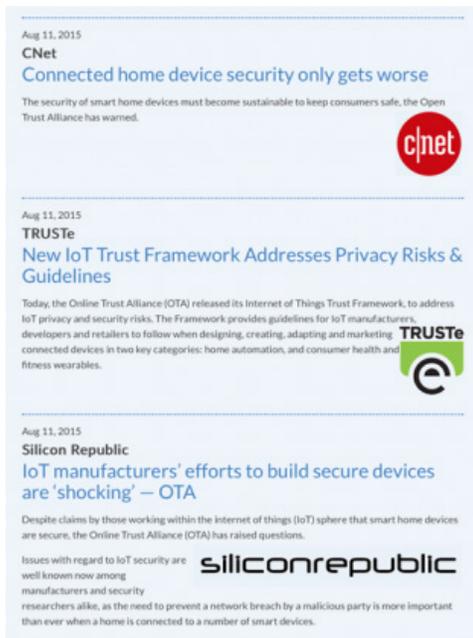
The idea: Devices or products that have reached the end of their technical lifespan or warranty, but are still being used by consumers, can become "IoT time bombs." Why? Because as hacking methods advance, they quickly outpace technology. If a company doesn't continue to support devices properly, they can become vulnerabilities. Voxus decided to focus on this key message to differentiate OTA from all of the other IoT noise.

PROACTIVE PROTECTION FOR NEW TECHNOLOGY

The solution: The team used a three-pronged approach. First, Voxus secured placement of a contributed article in a top tier publication that allowed OTA to control the narrative around IoT time bombs and sustainability. Second, Voxus pitched business and tech trades to capitalize on the framework story in the weekly news cycle. And third, Voxus designed and executed a small, focused promoted social media campaign on LinkedIn and Twitter that targeted appropriate IT employees.

COUNTING THE COVERAGE

The results: Voxus negotiated an exclusive first run contributed article with TechCrunch a day before the framework was broadly distributed to the public. A subsequent media blitz resulted in interest and coverage from the Associated Press, Reuters, CNN, Boston Globe, CNET, Dark Reading, Politico, ZDNet, SC Magazine, the Wall Street Journal and many more. In addition to massive coverage on the framework, OTA also received valuable feedback from those seeing the articles and reviewing the framework.



Typical coverage from campaign

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