

The Marketing Syndicate Partners with Palo Alto Networks to Launch Cyber Safety Campaign for High School Students During Cyber Security Awareness Month

Collaborative initiative with NSW Department of Education aims to engage teens and promote cyber safety awareness through innovative and emotionally resonant content.

October 2024 – The Marketing Syndicate (TMS), a leading full-service marketing agency based in Sydney, has teamed up with Palo Alto Networks and the NSW Department of Education to launch a crucial cyber safety awareness campaign targeting high school students. Timed to coincide with Cyber Safety Awareness Month, this campaign seeks to address the growing need to educate teens on the importance of staying safe online.

The collaboration focuses on bridging the gap between traditional safety messaging and the unique ways in which teenagers consume content. Through thoughtful engagement with teens during the entire creative process, TMS produced content that is both impactful and emotionally resonant, helping students better connect with the message while ensuring the protection of personal identities.

Charlie Sukkar, Chief Information Officer for the NSW Department of Education, emphasised the campaign's relevance: "Our teachers and students can use the new resources to start conversations on issues such as gaming safely online and inappropriate content, and learn how to keep safe and where to get help. These are powerful tools that will make a difference for our high school students. I'm confident this initiative will resonate with students and raise essential awareness about cyber safety."

"At Palo Alto Networks, we recognise the critical need to engage and educate teenagers about the growing risks in today's digital world. This campaign is especially important as it speaks directly to high school students, a group that is increasingly vulnerable to online threats. By working closely with TMS and the NSW Department of Education, we've been able to craft compelling, relatable content that empowers students to take control of their online safety. Raising awareness among young people is key to building a safer digital future, and we're proud to be part of an initiative that makes such an impact during Cyber Security Awareness Month," said Lisa Sim, Cyber Safe Kids Director, Asia Pacific and Japan at Palo Alto Networks.

By sourcing talent close to the teenage demographic and using dynamic sound design, TMS crafted educational videos that captivate attention and foster emotional connections. "Teenagers want to feel understood and heard," noted Nicole Bogaard, Client Service & Strategy Director at TMS. "Our approach, involving teens every step of the way, ensured the success of the campaign. It was vital to educate in a way that connected with them personally."

This initiative not only informs students about how to stay safe online but also connects them with resources like the eSafety Commissioner, Kids Helpline, and the Australian Centre to Counter Child Exploitation (ACCCE), ensuring that teens know help is always available.

About The Marketing Syndicate

The Marketing Syndicate (TMS) is a full-service marketing agency based in Sydney, Australia. Known for delivering strategically-driven creative campaigns, TMS excels in creating impactful content that resonates with audiences. With a focus on innovation and collaboration, TMS partners with leading brands to produce results-driven marketing initiatives.

Contact Information:

The Marketing Syndicate

Ingrid Ambrosius

Managing Director

Ingrid@themarketingsyndicate.com.au

<https://themarketingsyndicate.com.au/>