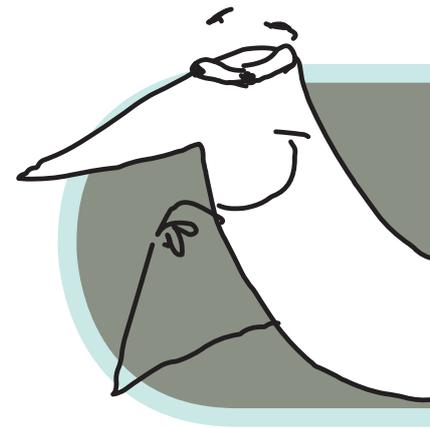




## The Security Company (TSC) Animations

TSC has produced a number of comical animations which focus on a key theme and depict the 'main character' going through their daily business and making choices which are seen as behaving in an unsecure way. They also feature a 'villain' character taking advantage of the main character's security mistakes. Each animation ends by showing the viewer the consequence of the main character's choices.



## Style

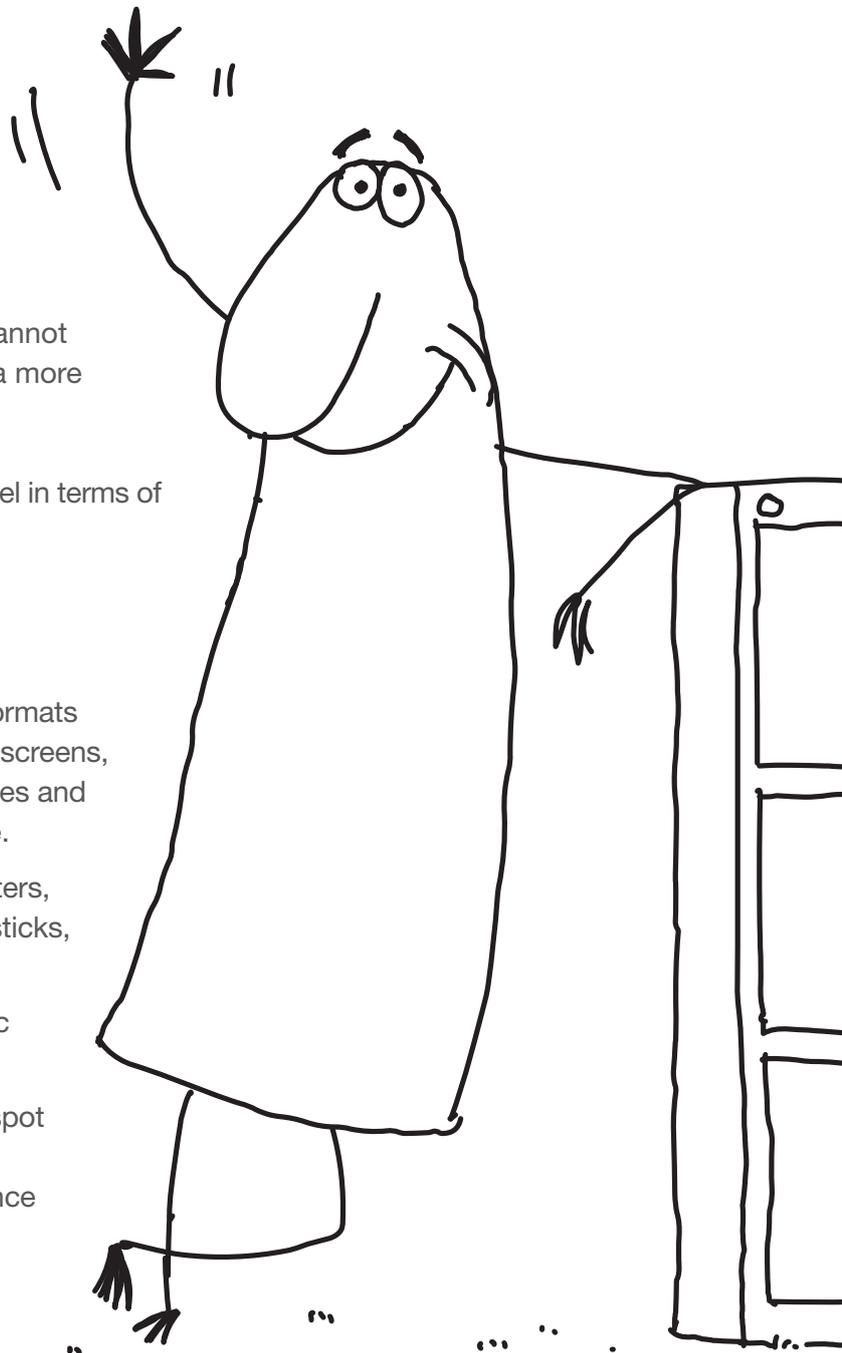
The characters within the animations are line drawings, featuring no use of colour. This allows greater flexibility when using them in other materials, enabling them to print well and resize without distortion.

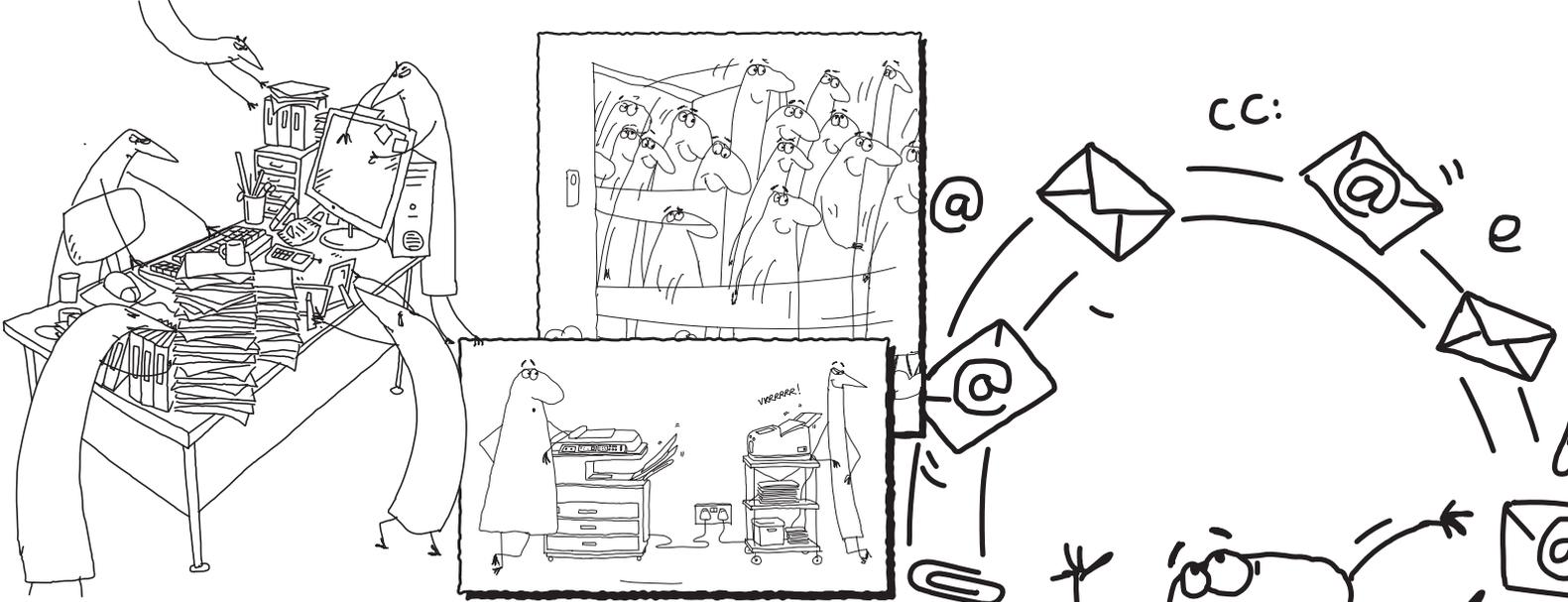
The characters used are neutral, with no obvious race, culture or gender applied to them, so they cannot be unfavourably compared to real life people like a more realistic character could.

The background of the animations have a realistic feel in terms of buildings' and objects' appearance, size and scale.

## How can the animations be used?

- We can supply the animations in a number of formats which allow them to be played through plasma screens, presentations, digital publications, mobile phones and tablets or through the intranet/Knowledge Zone.
- Stills of the animations have been used for posters, screensavers, web banners, bookmarks, USB sticks, cookies and any other number of collateral.
- The animations have been converted into comic strips and published in in-house magazines.
- The animations have been converted into fun 'spot the risks' competition forms where the user is encouraged to circle the areas of risk for a chance to win a prize.





- As the animation character is easily recognisable it can be 'adopted' as a brand identity for your security awareness campaign. One client even had their employees enter a competition to name the character which received very positive feedback.
- The animations are an extremely useful learning aid and so can be embedded into an e-Learning module to make the experience fun and engaging for the learner.

### Available animations

- **Lock it away or lose it** – shows the consequences of keeping an untidy work area.
- **If in doubt** – encourages the reporting of security incidents no matter how minor they may seem.
- **Need to know** – ever wondered what could happen if information got into the wrong hands?
- **It's what's on the inside that counts** – shows the dangers of opening email attachments from unknown sources.
- **Always check your mirrors** – whilst we consider it polite to hold a door open for someone, are they really supposed to be there!
- **Classify and label...protect our information** – takes you through what could happen when information is labelled incorrectly, or not at all.
- **Think security, any time, any place, anywhere** – this animation shows the 'main character' making good security choices while out and about and stopping the 'villain' from taking advantage of someone else's security mistakes.
- **Round-up** – the 'main character' presents clips from the animation portfolio in a round-up style.
- **Password checker** – this allows the user to test different password strengths in a fun yet safe and secure way.

