

CHALLENGE

Even though the threat of cyber crime is growing rapidly each year, the majority of people still isn't protected against cyber threats. In fact, more than half of the Danish population has fallen victim to hacking. That's why the Danish internet provider Stofa wanted to convince people to take their personal cyber security seriously.

Stofa: presents

How six real grandmas let their families experience just how vulnerable we all are to hacking

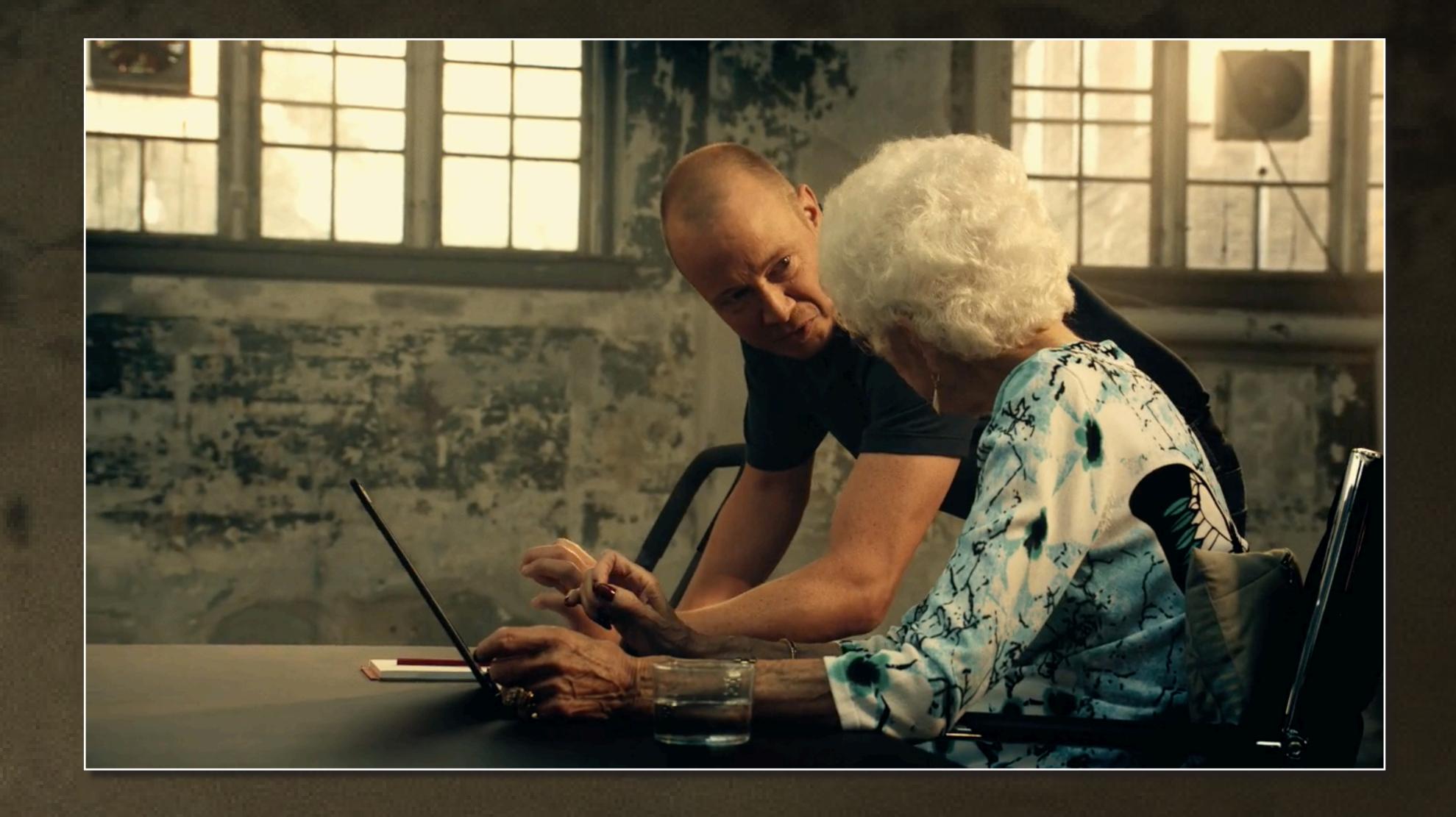
"Beware, Grandma Is Watching"

SOLUTION

As antivirus godfather John McAfee once famously declared "Hacking is so easy even a grandma can do it." We decided to put it to the test. We challenged 6 real grandmas to learn how to hack their grandchildren in less than 10 hours. By the end, 4 out of 6 grandmas succeeded their hacks – proving just how vulnerable we are to hackers.

FEATURED IN









RESULTS

 7.9M unique and completed views Reached 89% of the Danish population +157% engagement compared to client benchmark +80% sales of Stofa's security software SafeSurf