WHAT IS
NINJIO AWARE

AWARE

- Animated Episodes that teach and reinforce how to practice safe computing.

- Each Episode features a Micro-Learning format of 3-4 minutes in length.

- Each Episode features, or is inspired by, a real company who has had a significant breach.

- A new Episode is released every 30 days, and focuses on current and prolific threats.

- Each Episode focuses on a single attack vector so the viewer isn't confused with too many technical terms.

- Each Episode is written by an Emmy winning writer, Bill Haynes, who has a combined 71 episodes of Hawaii Five-0 and CSI:NY that he has either written or produced (or both).

- Each Episode features Hollywood voice actors, some of whom might be famous and well recognized.

- Each Episode gets its own blog post so that after your users have completed it, they can read deeper into the breach that was focused on.

- Each Episode comes with an "anchoring comic strip" that gets deployed 2 weeks after the episode to reinforce the teachable moment.

WHY IT
WORKS

- Each Episode emotionally connects with your user in the first scene keeping them engaged throughout the entirety of the Episode.

- The "Non-Fiction" component brings the story closer to home and helps to eliminate the thought of "This can never happen to me".

- We use STORY BASED learning that engages the user and makes the lesson more memorable and effective. As a user faces a threat they are better able to recall how to react.

- We DON'T LECTURE your users thus we keep them awake!

- Briefly touching users every other week is the perfect frequency to keep security top of mind which in turn creates a "Culture of Awareness" within our client's organizations.

- Our Family Use Rights Program delivered at no cost brings security culture into the home and in turn strengthing culture at work.