

# ➤ Fellowes: Data protection – Europe-wide An ongoing campaign

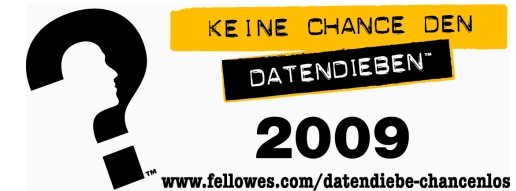


## ➤ Goals:

- To inform small- and medium-sized businesses as well as private individuals about the dangers of identity fraud and the theft of sensitive data
- To encourage businesses to participate in the online data protection training program on Fellowes' campaign website
- To build up the recognition of Fellowes as a data protection expert in the SMB target group
- To support sales activities in the field of paper shredders

## ➤ Campaign “No chance of data theft!” – Key information:

- Pan-European campaign in Fellowes' most important target markets: UK, France, Germany, Benelux and Poland
- Europe-wide survey about data protection in both businesses and in the private environment beforehand to provide facts that reinforce the necessity of informing businesses about data theft and promoting more involvement



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## ➤ PR approach:

- Development of target group-specific campaign websites, such as: in the UK: <http://stop-idfraud.co.uk>, including a Twitter feed; in Germany: <http://213.56.121.66/datendiebe-chancenlos>, including an expert forum
- Creation of information material and guides to downloading for SMBs
- Development of an online data protection training program for SMBs
- Development of target group-specific press material (for both print and online publications; social media release)

## ➤ Results:

- Europe-wide recognition thanks to extensive coverage in print and online media – over 750 reports
- Campaign websites: Over 40,000 visitors
- European Excellence Award from the specialized publication *Communication Director* in December 2009, which was the sixth international award for Fellowes in the field of PR and communication

