

Security Ninja



Client

BBC Information Security Team

Challenge

Create a visually impactful campaign, that will prompt BBC staff to complete their mandatory data security training.

Solution

apt. worked with the Information Security Team to develop the creative brief. Once we understood the team's priorities we drafted visuals, they chose our ninja concept: a character called datum (a single piece of information.) Datum's 6 different coloured ninja belts represent the BBC's 6 training modules.

We created a suite of 7 posters, digital, social media, intranet assets and 10 second animated stings that are viewed on the BBC's communal areas' screens. All assets were designed in both English and Welsh languages.

Category:

Animation Campaigns Creative Design Illustration

Date:

August 2018

Tags:

BBC behaviour change Campaign graphic design illustration