

# INFOSEC™

## How to Pull Off an Edgy Awareness Campaign

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## Do Yes or Do No



We are pleased to announce an exciting new security quiz show produced by CDK GSO, hosted by Bulkrania's most loved television and online personality, Pavel Dragonov.

Pavel started his career starring in many surveillance videos. He's since moved on to hosting reality shows such as "Who in this van can swallow the most diamonds quickly?" and "Which is your least favorite finger?"

"Do Yes or Do No" is his breakout game show. He is very excited. Just look at him.







**HOLD THE  
PROGRAM !**



LIVING

# Mob tries to burn elephants alive

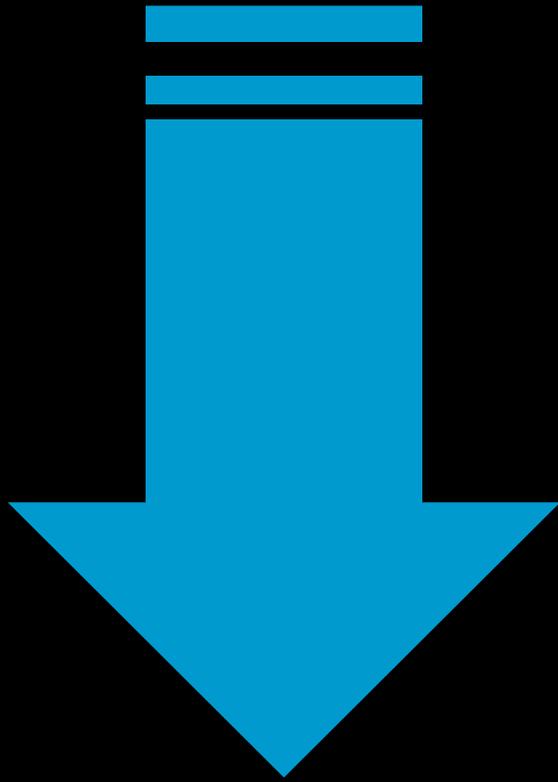
By Fox News

November 8, 2017 | 1:47pm | Updated

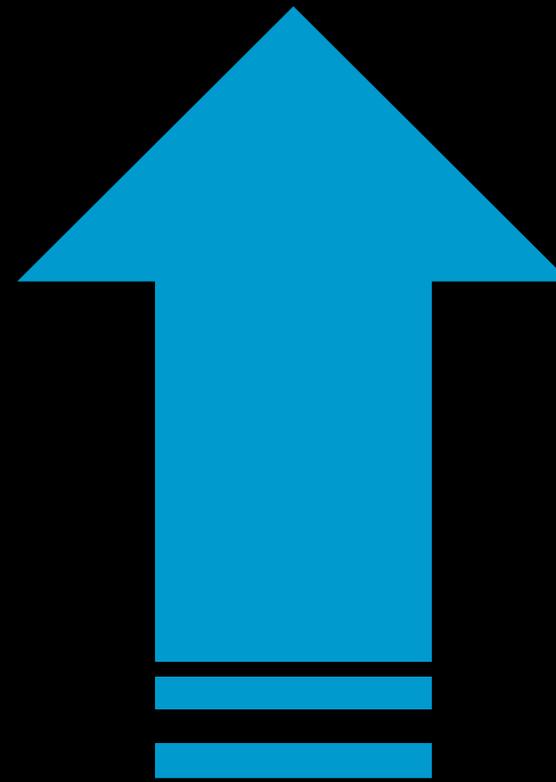
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**CLICKS**



**ENGAGEMENT**



**“Because of that Pavel game show, I thought I should.”**

How do you do **EDGY?**

Every company, every person, and every organization has a brand.

Start by being **honest.**

**Not everyone will like it.**

**And that's okay.**

<https://www.leadmd.com/best-practices/blog/finding-the-line-in-content-marketing-how-to-be-edgy-without-alienating-customers/>



video

video

video

<https://www.wyzowl.com/video-social-media-2018/>

**Control the message.**

**LOCK UP  
YOUR  
LAPTOP?**

**NO?  
GOOD.**





**WORKed**

Security is no laughing matter. Wait...



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