

IT'S NEVER TOO EARLY TO BECOME A  
**MARKETING GENIUS**



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# VISUALS

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Who unplugs  
when on  
vacation?

**Men are better at unplugging!**

57%

of men intend  
to unplug while  
on vacation



44%

of women intend  
to unplug while  
on vacation

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# TIMING

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## 2016 McAfee MOST DANGEROUS CELEBRITIES™



Use caution  
when searching  
for your favorite  
celebrity online.

Cybercriminals  
use their  
popularity to  
expose you to  
harmful risk.

1. Amy Schumer
2. Justin Bieber
3. Carson Daly
4. Will Smith
5. Rihanna
6. Miley Cyrus
7. Chris Hardwick

# #OPTOutside

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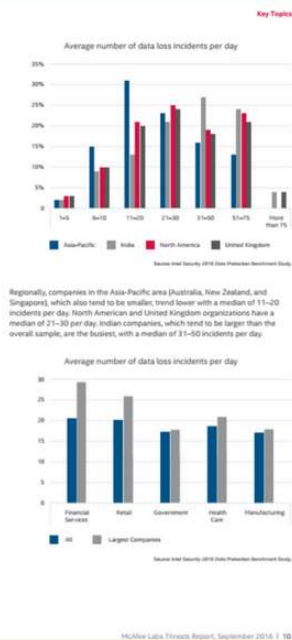
**DATA**

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Report



McAfee Labs  
Threats Report  
September 2016



# Our digital lifestyle affects connected relationships

30%  
of couples share  
passwords to  
social accounts



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# HUMOR

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# GEICO



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**CAUSE**

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**VISUALS**

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## IT'S NEVER TOO EARLY TO BECOME A MARKETING GENIUS



### VISUALS

Pictures communicate complex messages in seconds, and today, time is of the essence. Use visuals in your next marketing campaign to get more eyes on your brand.

### TIMING

In addition to going after events and holidays, consider launching your marketing campaign during a quiet time of year when fewer brands are competing for air time.



### DATA

You've already got it, why not use it?! Comb through your company's data and find a creative way to incorporate it in your marketing campaign.

### HUMOR

Everyone loves a good laugh. Search for ways to be lighthearted in your marketing campaign. When done right, this can even work for the most sensitive topics.



### CAUSE

We're all global citizens and want to do what's best for our communities—the same philosophy goes for brands. Market your cause and win big with consumers.

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