



AWARENESS RAISED BY INCREASE IN PRESS COVERAGE BY 100% IN FIRST THREE MONTHS



CLIPPINGS YEAR ON YEAR APR – SEPT
36% INCREASE



CIRCULATION
548,006,028

91%
INCREASE IN CIRCULATION

As seen in



Talking Point



Forgetting your password and login details has its own name! I know now what my condition is **#passwordrage**

International viral coverage for "Password Rage"



UK SINGAPORE
NEW ZEALAND
SOUTH AFRICA



@BBCTees
1 in 3 of us suffer password rage! The last thing that caused you to lose your cool?
 @1007MIXFM
More people are suffering from password rage due to having trouble remembering their many passwords. Crying and swearing?