

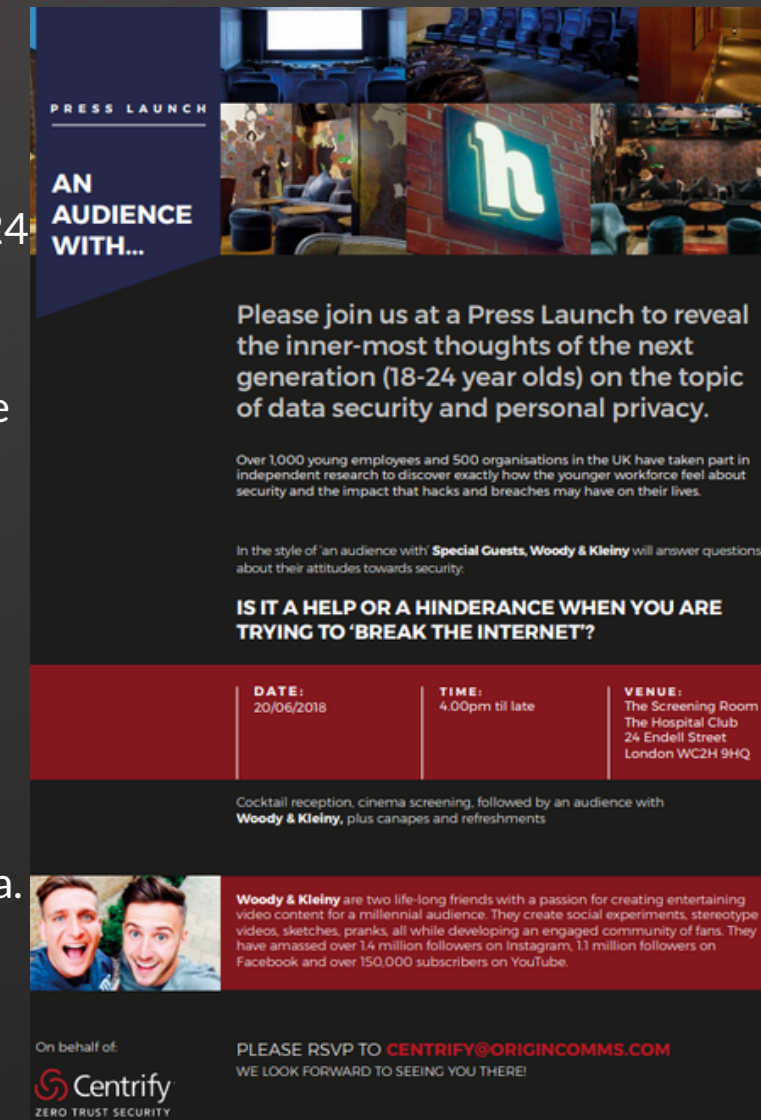
NEXT-GENERATION ACCESS RESEARCH

Launched with the support of social media influencers, Woody & Kleiny, to highlight young people's attitude towards security online.

55
PIECES OF COVERAGE
1/3 achieved within 24 hours!

Origin Comms took to the streets to interview over 30 members of the **next generation workforce**, and prepared a series of **vox pop video interviews**, to reflect the results of the research.

Origin Comms surveyed 1,000 office workers (18-24 year olds) and 500 senior decision makers in UK organisations, on the issue of the **next generation workforce** and their attitudes towards information security, and launched the results at an **exclusive media event**, attended by the UK's technology media. In association with **Woody & Kleiny**



“Woody said: **“You’ve got to be very careful and selective about what content you put up.”** Kleiny added: **“We have a team now, so any potential content goes through a thorough process now.”**”



With 3 million followers across YouTube, Instagram and Facebook, **Woody & Kleiny** represented the next-generation, and spoke to the media about the challenges they face, in this day and age, when it comes to securing content online.

12,301,314
CIRCULATION ACHIEVED through PR activity

