

SMALL ARMY

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**FINN**

PARTNERS



**CODE42**

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**Las Vegas International Airport Takeover**

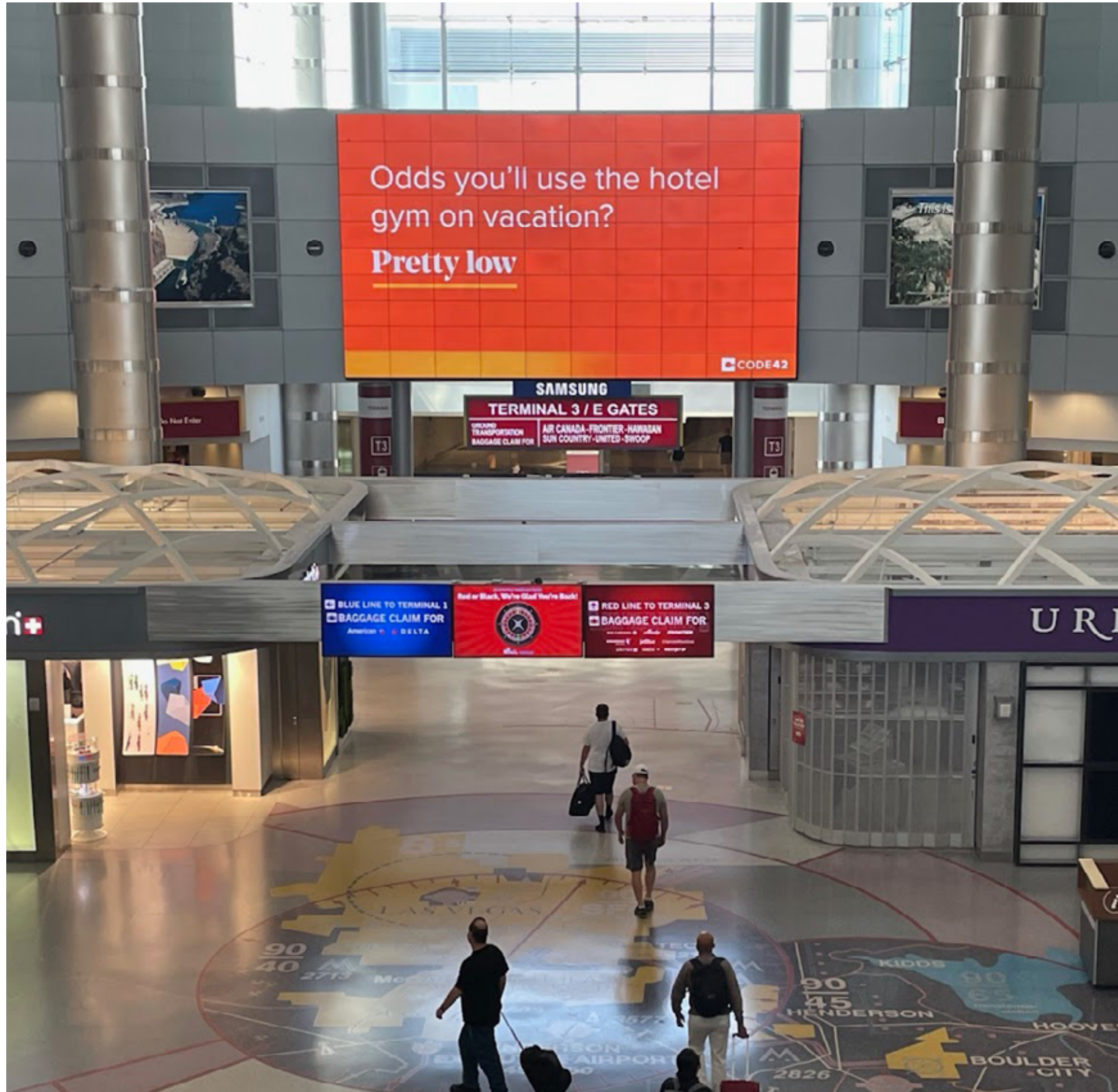
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While most companies take cybersecurity seriously, their efforts are largely focused on external threats. In reality, 66% of all data breaches involve someone on the inside. Companies underestimate how big a risk their employees are to their data security. And employees underestimate how their behavior can cause data leaks that open their company up to an attack.

That's where Code42 comes in. They're a cybersecurity solutions company specializing in insider risk and stopping data leaks. They've been around for 20 years but still struggling with brand awareness. They figured a booth at the 2021 Black Hat Cybersecurity Conference in Las Vegas would help.

We took it one step further: During the week of the conference, we blanketed the Las Vegas airport with ads to inform attendees and casino-goers alike that insider risk is not worth the gamble.





Odds you'll use the hotel gym on vacation?

Pretty low

CODE42

Odds an ex-employee will use your IP against you?

Pretty high

CODE42

**Insider risk.**

It's not worth the gamble.

CODE42

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Odds of overpaying for a bottle of water? **Pretty high**  
Odds of causing a data leak? **Even higher**

CODE42

**Insider risk.** It's not worth the gamble. **CODE42**

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Odds you'll spot a fake Elvis? **Very high**  
Odds you'll spot data leaks with our help? **Much higher**

CODE42

**Insider risk.** It's not worth the gamble. **CODE42**

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Odds you'll wake up married tomorrow?  
**Pretty low**

Odds you'll cause a data leak before breakfast?  
**Pretty high**

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**Insider risk.**  
It's not worth the gamble.

**CODE42**

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Odds you're here for family time?  
**Pretty low**

Odds a contractor is stealing data on company time?  
**Pretty high**

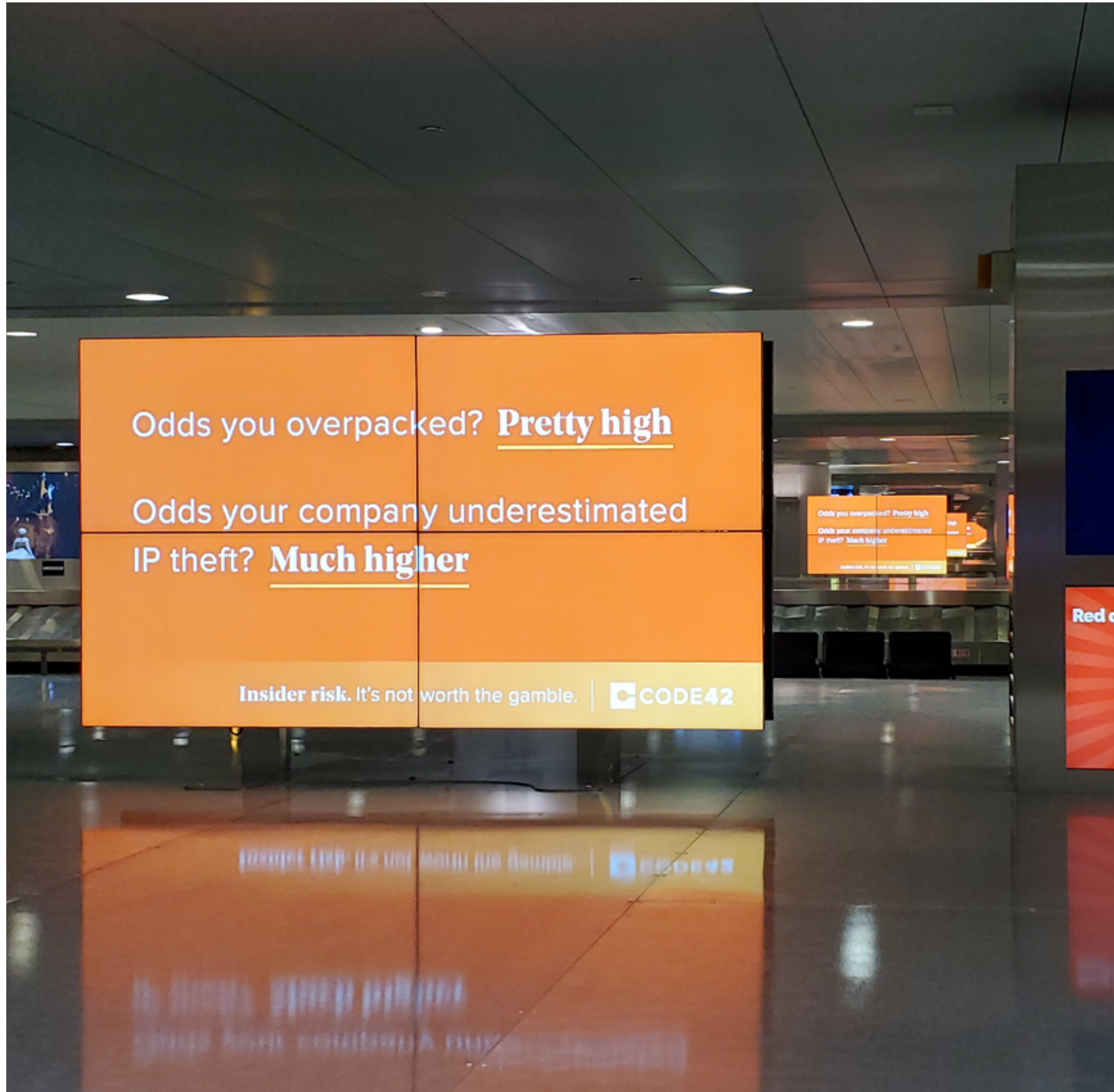
**CODE42**

**Insider risk.**  
It's not worth the gamble.

**CODE42**

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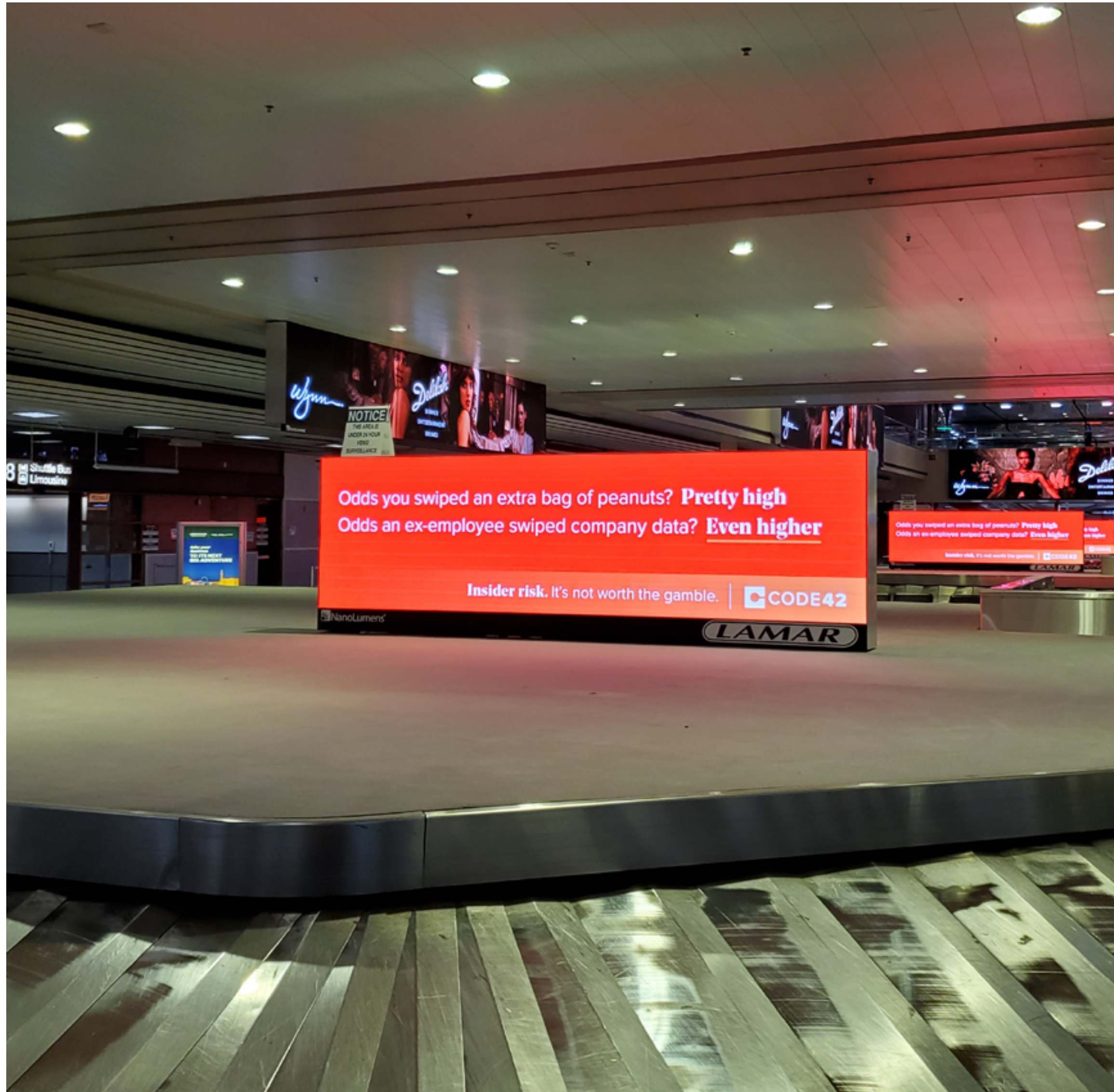


Odds you overpacked? Pretty high

Odds your company underestimated IP theft? Much higher

Insider risk. It's not worth the gamble. | CODE42





Odds you swiped an extra bag of peanuts? **Pretty high**  
Odds an ex-employee swiped company data? **Even higher**

Insider risk. It's not worth the gamble. |  **CODE42**







Laptop Stickers



Urinal Stickers

