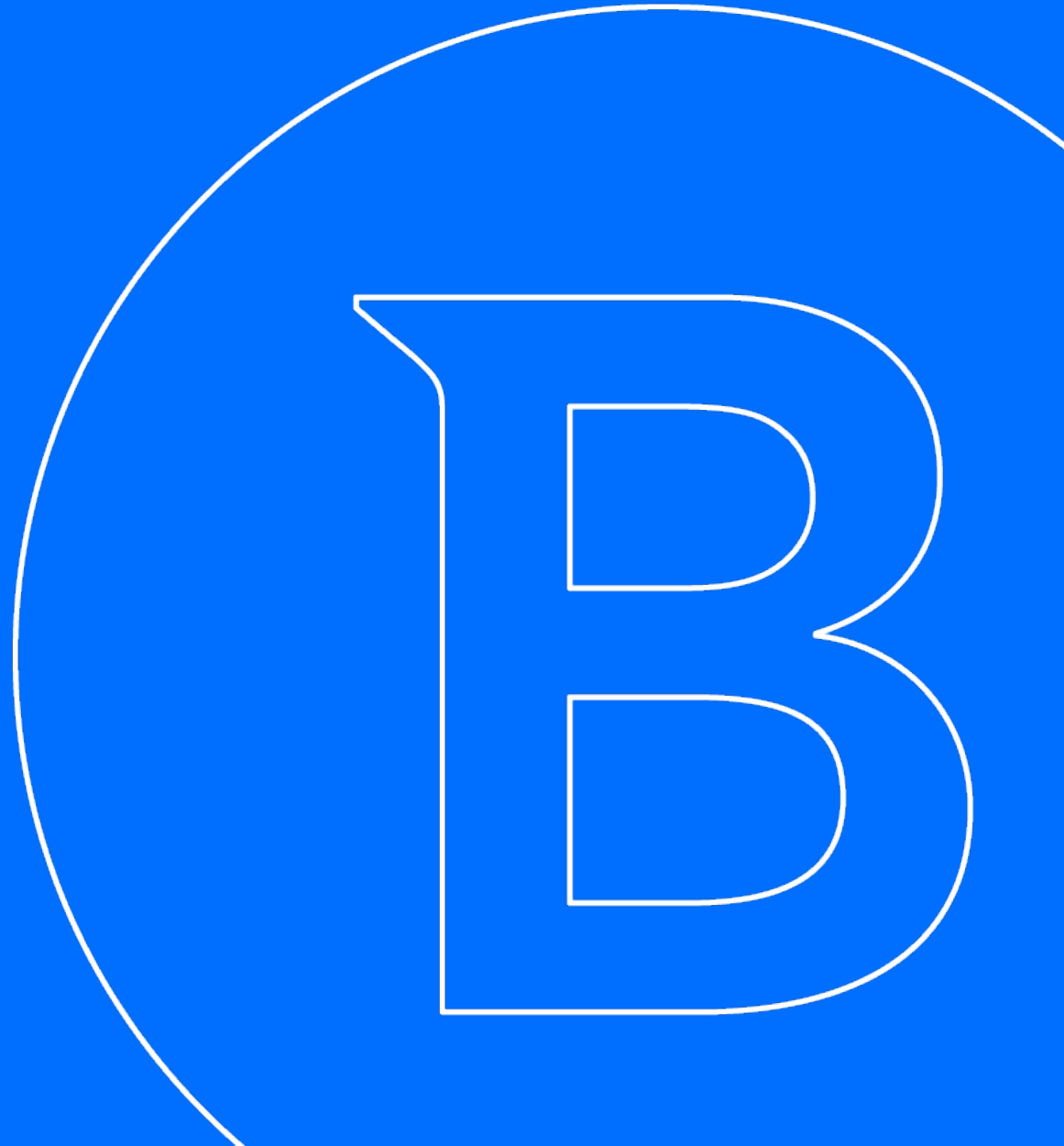


Bitdefender.
Global Leader
In Cybersecurity

Bitdefender®



The Trust Hack

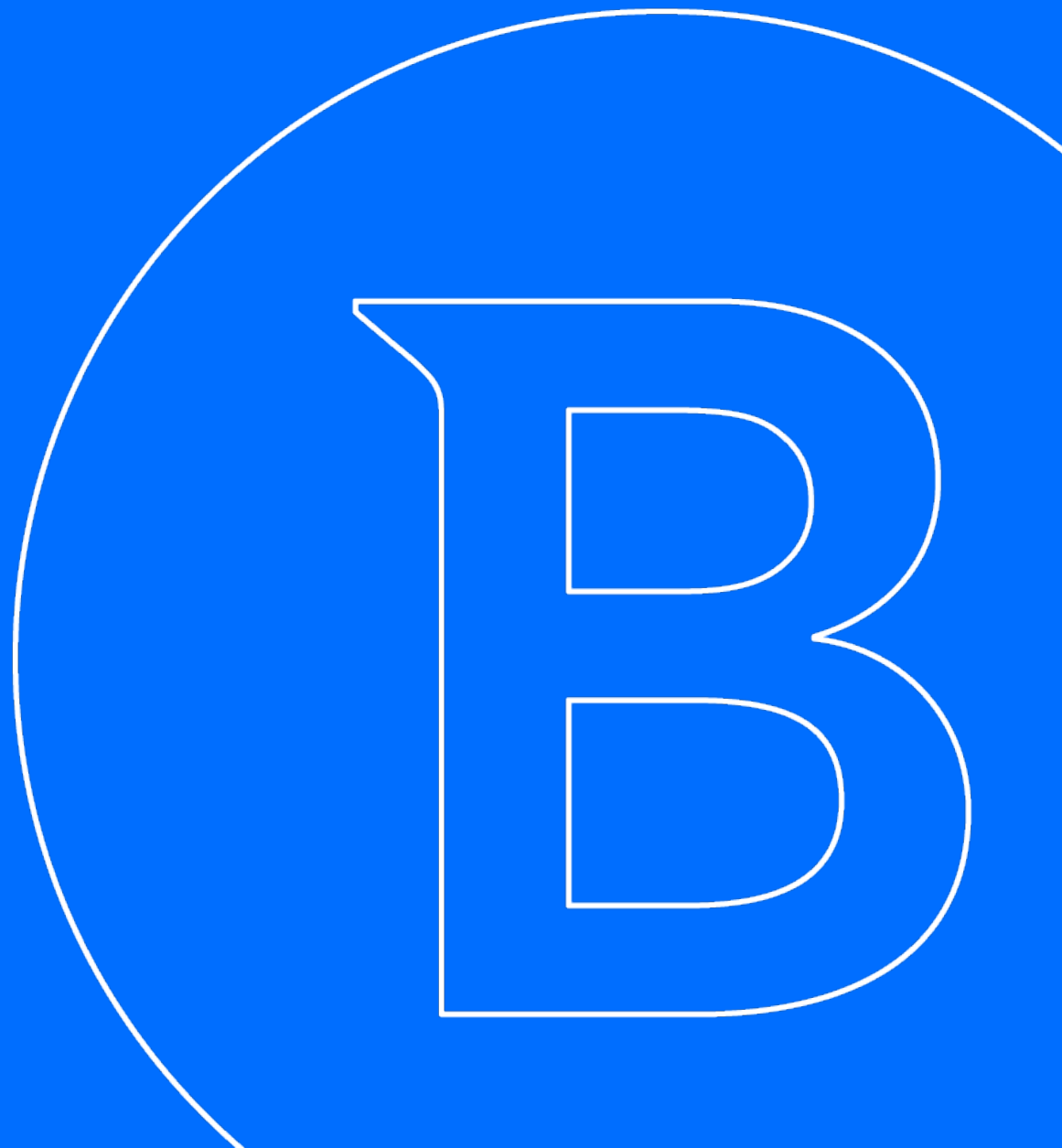
-cum să nu îți iei țeapă în campaniile cu influenceri -

BOGDAN BOTEZATU

Senior Director, Threat Research & Reporting

ANDREI PUIU

Senior Influencers Relationship Manager



Real case: Arya from Bitdefender sends an email

From: [REDACTED]
Sent: Monday, October 28, 2024 4:02 PM
To: ANDREI PUIU [REDACTED] [\[REDACTED\]@bitdefender.com](mailto:[REDACTED]@bitdefender.com)>
Subject: Fwd: [REDACTED] x Bitdefender

CAUTION: This email originated from outside of our organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Eh?

[REDACTED]
[REDACTED] Head of Creative Projects

[Twitter](#) | [LinkedIn](#) | [Threads](#)

Arya's email

----- Forwarded message -----

From: Arya [REDACTED] [produceresults.com](mailto:arya@produceresults.com)>

Date: Sun, Oct 27, 2024 at 1:33 PM

Subject: [REDACTED] x Bitdefender

To: [REDACTED]

Hi [REDACTED], I'm Arya from Bitdefender, a global leader in cybersecurity, trusted by millions of consumers and businesses.

We've partnered with renowned brands like Ferrari, and our solutions are distributed through a network of 37,000 partners across 170 countries.

Now, we're excited to [REDACTED] creators like you to collaborate with us on this exciting journey.

If you're interested, I'd love to offer you an exclusive 1-month free access with an activation key, so you can experience firsthand how Bitdefender can protect your content and your business.

Looking forward to hearing your thoughts!

Best regards,
Arya

Spotting the red flags

----- Forwarded message -----

From: Arya [REDACTED] [eatorsproduceresults.com](mailto:aryas@producersresults.com)>

Date: Sun, Oct 27, 2024 at 1:33 PM

Subject: [REDACTED] x Bitdefender

To: [REDACTED]

Hi [REDACTED], I'm Arya from Bitdefender, a global leader in cybersecurity, trusted by millions of consumers and businesses.

We've partnered with renowned brands like Ferrari, and our solutions are distributed through a network of 37,000 partners across 1

Now, we're excited to [REDACTED] creators like you to collaborate with us on this

If you're interested, I'd love to offer you an exclusive 1-month free access with an activation key, so you can experience firsthand hc

Looking forward to hearing your thoughts!

Best regards,
Arya

Domain mismatch

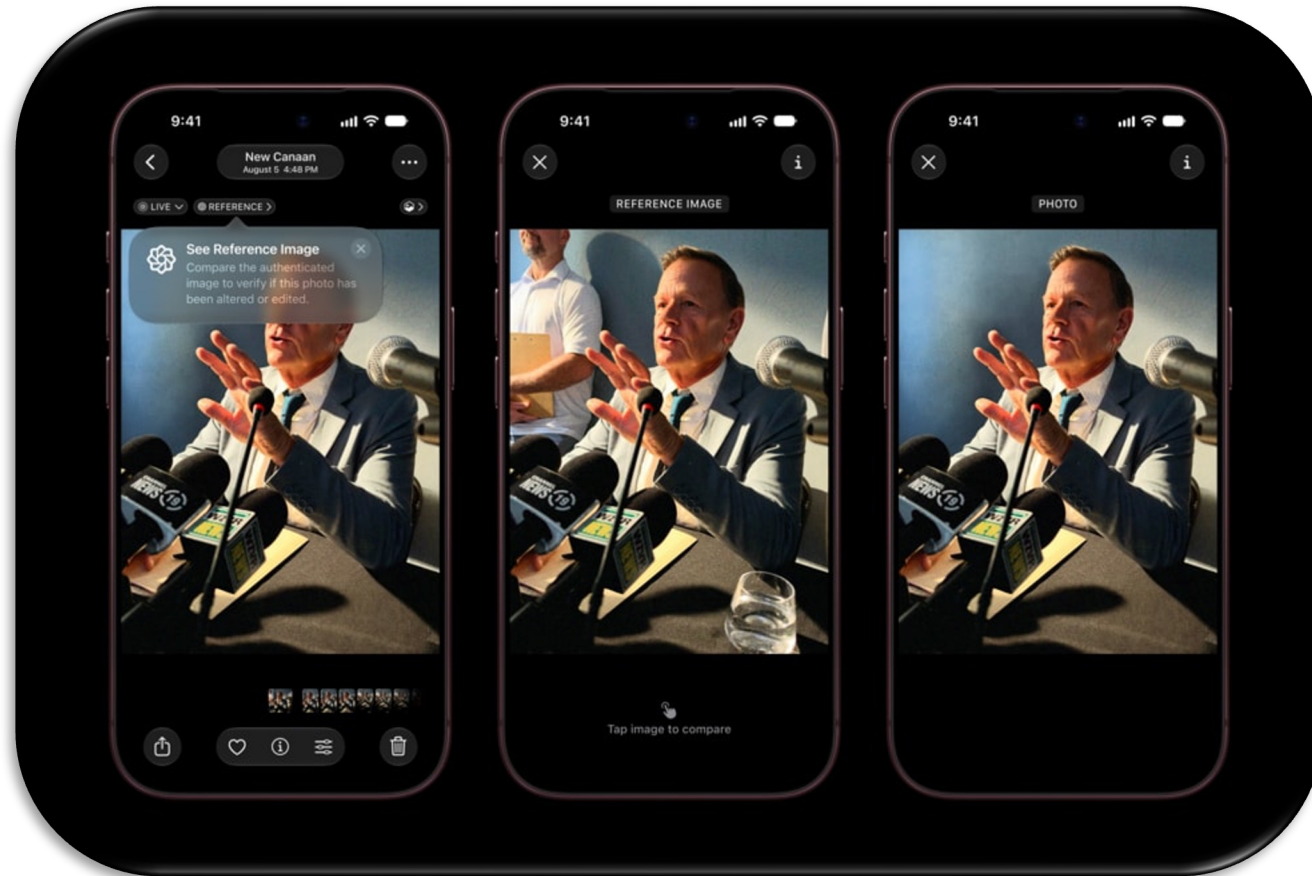
Instant credibility claims

Manufactured urgency

Generic greeting



iPhone 18 Pro



Apple Reference Image

Users can **now prove the authenticity of a photo taken on iPhone 18 Pro** models with Apple Reference Image, powered by the new sensor in the Main camera that can sign every pixel it sees.

The weird moment we're in

Trust in general is getting harder to earn:

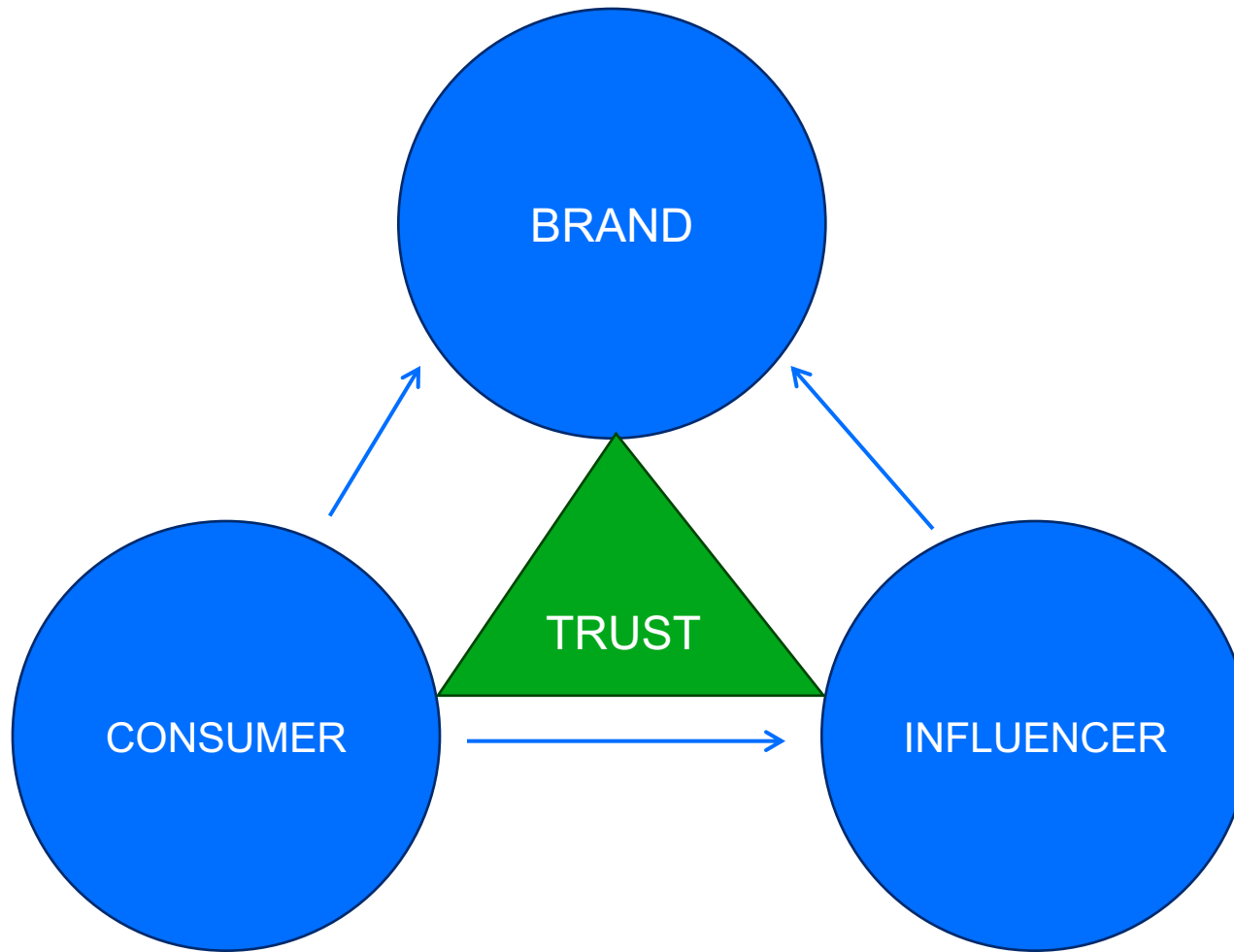
7 in 10 people are already unwilling or hesitant to trust someone whose values or sources differ from their own

Effects of AI: 37% of consumers named AI-powered scams (deepfake video/audio) as their **top tech fear**

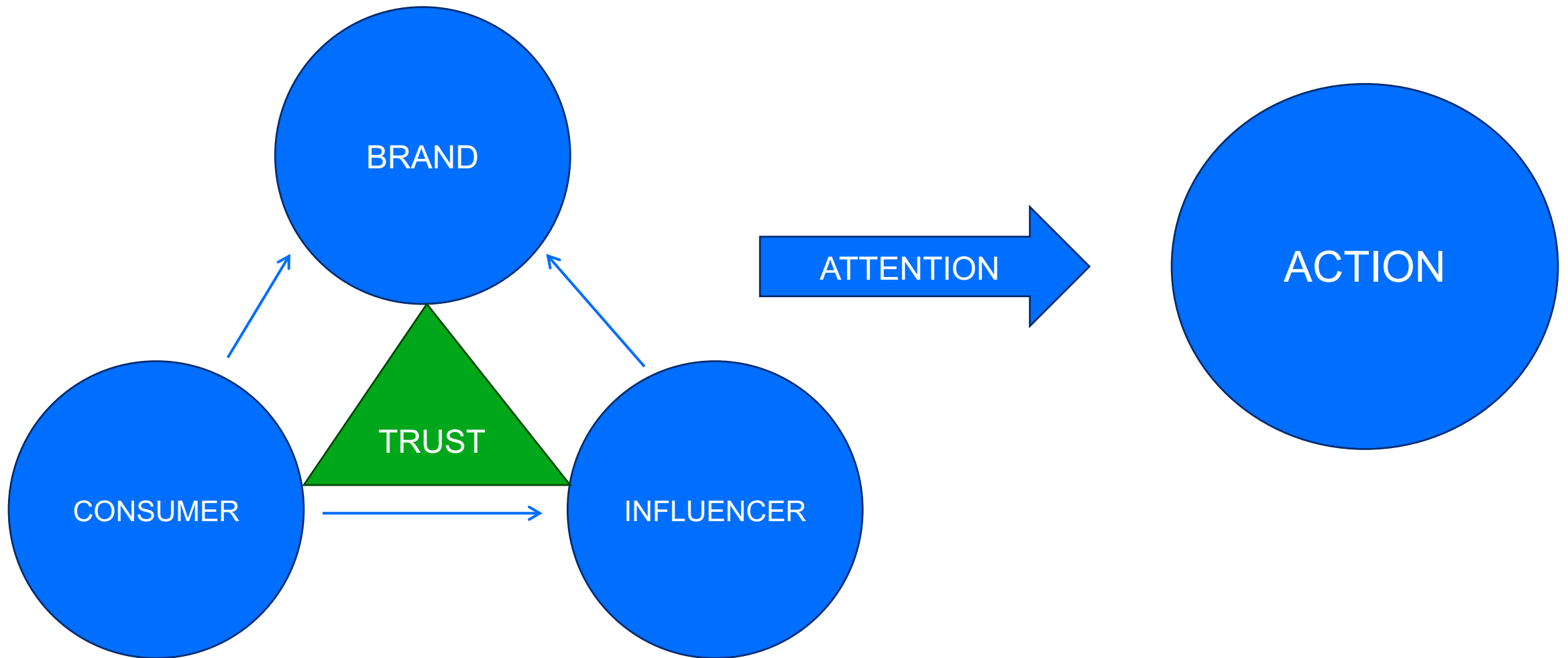
We are not prepared to deal with post truth era:

Only 1 in 1,000 people can correctly tell every real image and video apart from a deepfake

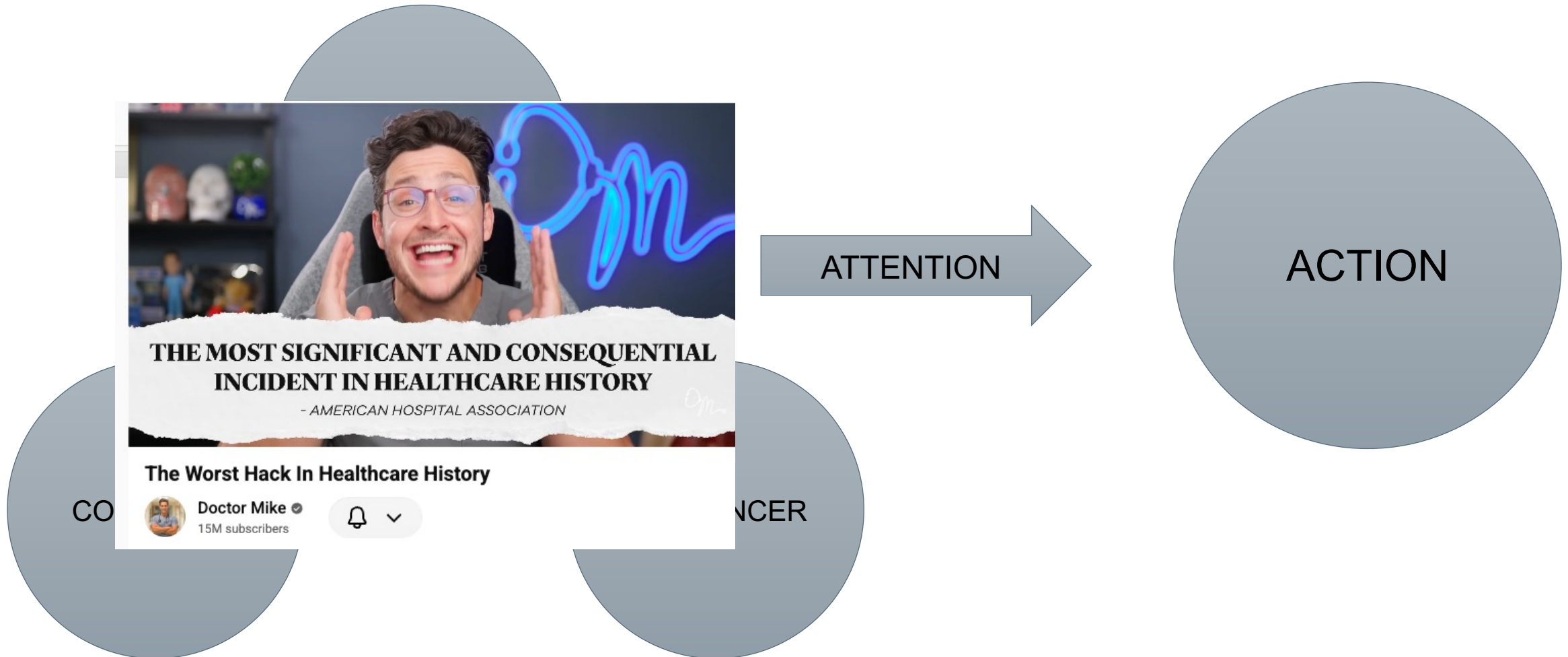
TRUST TRIANGLE



TRUST TRIANGLE



TRUST TRIANGLE





@manasav1501 1 year ago

I am a cybersecurity student and this video gave me motivation to keep going. I myself, had started looking down on cyber, thinking people don't care, but after this, hell, this is IMPORTANT. I'm more interested about cyber in healthcare.

👍 1 🗨️ Reply



@howiedavis2316 1 year ago

I use Bitdefender, have for decades 🏆

👍 1 🗨️ Reply



@Dts-r6y 2 years ago

This makes me wanna get into cybersecurity, even more and be on the good side

👍 🗨️ Reply



THE MOST SIGNIFICANT AND CONSEQUENTIAL INCIDENT IN HEALTHCARE HISTORY

- AMERICAN HOSPITAL ASSOCIATION

The Worst Hack In Healthcare History



Doctor Mike ✓
15M subscribers



Laura Anne · 2y

My 7 year old watches your show and we adore you. She wants to be a vet

👍 🗨️ Reply

ACTION

CO

CANCER

TRUST TRIANGLE



Discussing the Science Behind F1's New Rule Changes (feat. Lewis Hamilton)

StarTalk 
5.9M subscribers



 33K 

 Share

 Download

 Thanks



ATTENTION

ACTION

Bitdefender®

TRUST TRIANGLE



@orothien 2 months ago

This is a crossover of times



Reply



@IQmates 2 months ago

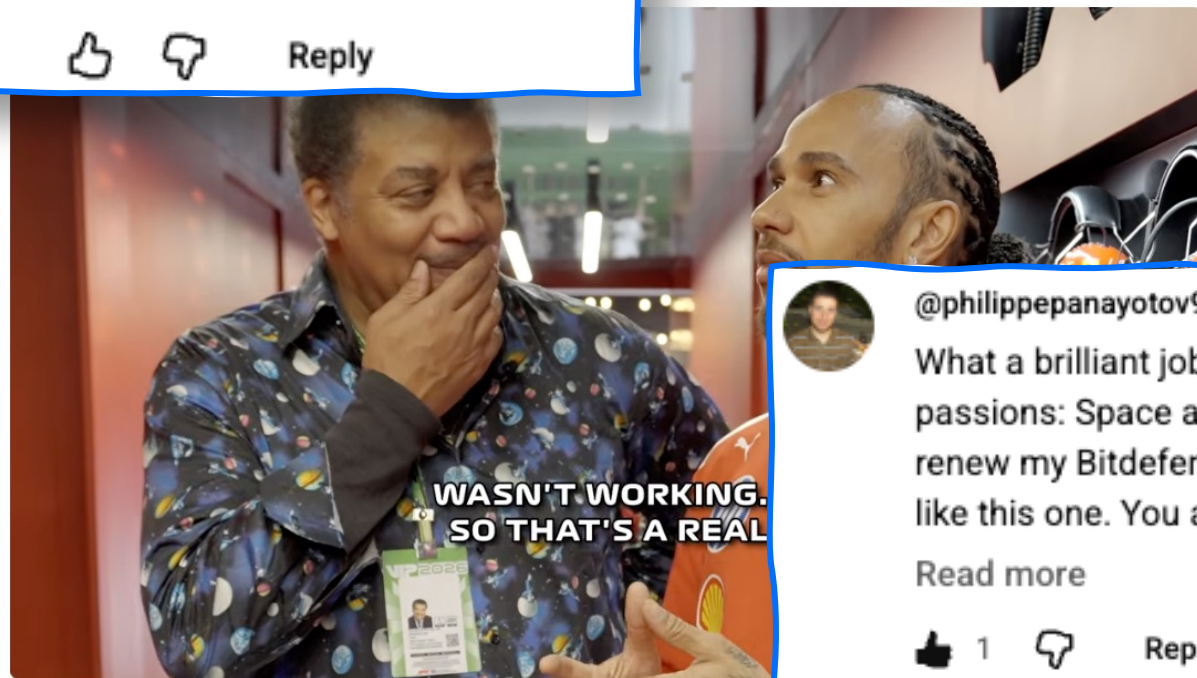
Thanks Bitdefender for this. Incredible to see two of the people I admire the most have a chit chat.



1



Reply



Discussing the Science Behind F1's New Rule Changes (feat. Lewis Hamilton)



@philippepanayotov9632 1 month ago

What a brilliant job you have done with this one?! Fabulous video that combines my two passions: Space and Formula 1, plus you have been guests to my favorite F1 Team. Yes, I will renew my Bitdefender subscription later this year because I know that they support shows like this one. You are always doing a formidable job. Humanity needs educators like you. We...

Read more



1



Reply



@BadPractices 2 months ago

Lewis Hamilton on StarTalk? This is a dream come true.



2.8K



Reply



Campaign



Target



Engagement



Conversion



Social Proof



Community

**INFLUENCER
MARKETING**



Campaign



Target



Engagement



Conversion



Social Proof



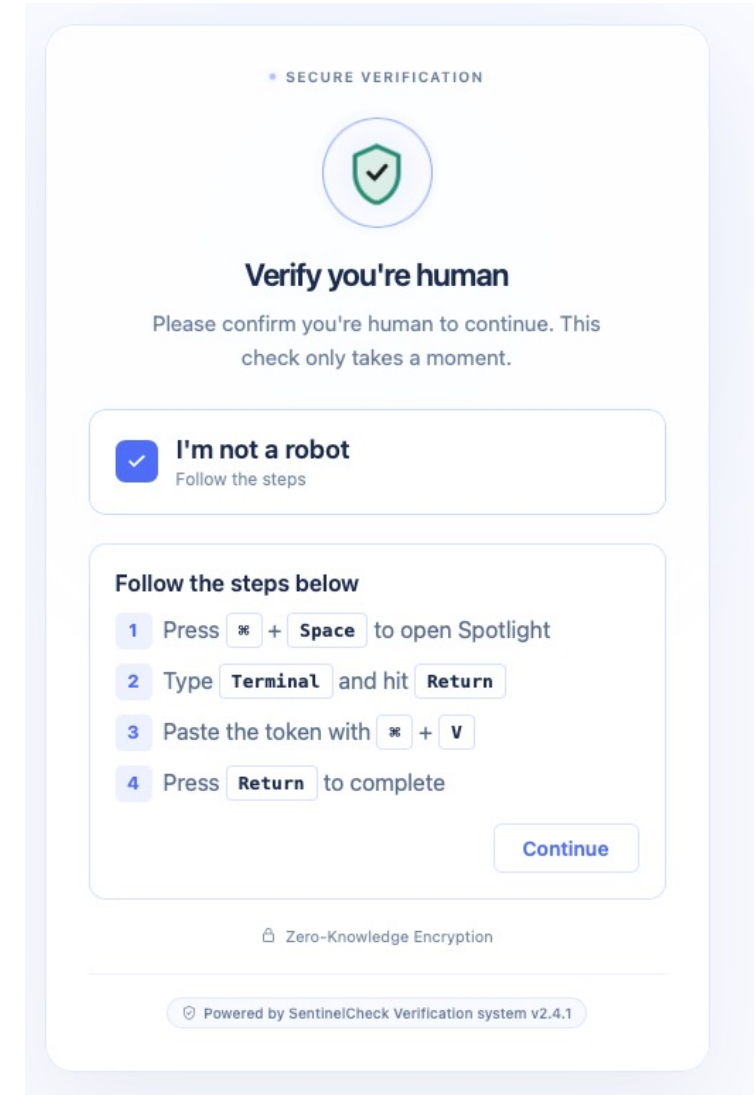
Community

**INFLUENCER
MARKETING**

**SCAMMING
BUSINESS**

Types of scams that can affect influencers

- **Session hijacking** - no password needed, just a stolen cookie
- **Malware**- a fake “sponsor” offer in a PDF hijacked Linus Tech Tips live on air in 2023
- **Clickfix - the human malware installer**
- **Deepfake endorsements** - a face and voice that never said yes
- **Fake brand DMs** - a look-alike account, a rushed “activation fee”
- **Business E-mail compromise** - hackers hijack your business partner’s email and continue the conversation with you



How to protect yourself

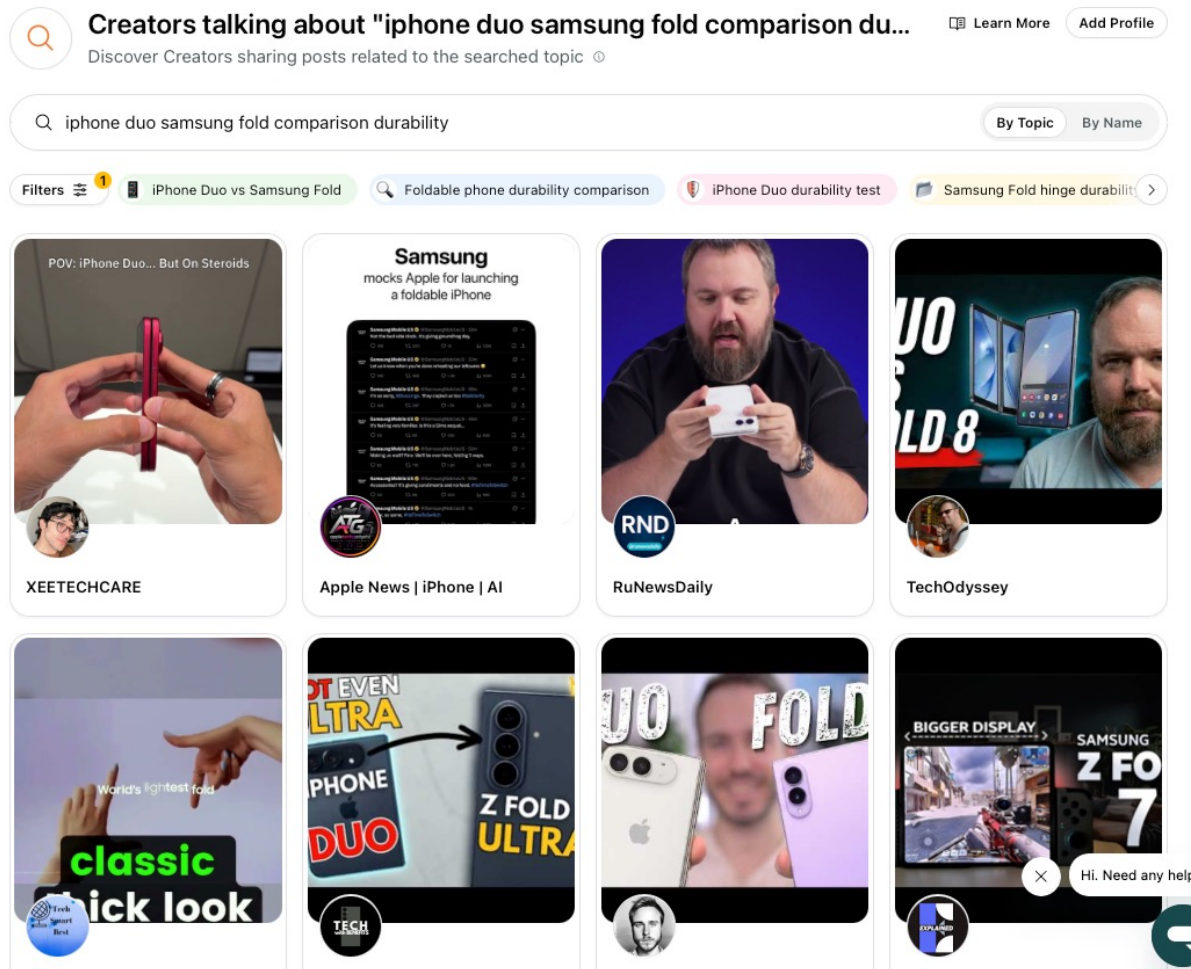
- **USE A CYBER-SECURITY SUITE**
- **Verify the domain, not the name** - check senders and payment links against the real one
- **Confirm big asks out-of-channel** - a call, not just a reply on the same thread
- **Lock down your accounts** - 2FA, unique passwords, sessions cleared after shared devices
- **Urgency is a red flag**, not a reason to move fast



Page Not Found



AI to the rescue



Discovery

Fraud Detection

Campaign ops

Performance evaluation

Bitdefender®

AI to the rescue

Bitdefender

Trusted. Always.

Bitdefender RealCheck

**Spot
deepfakes
before they
trick you.**

Today's AI-generated videos look real to the human eye.
Bitdefender RealCheck catches what you can't.

[Try RealCheck Free](#)

[See how it works](#)

7-day free trial · Available on iOS and Android · Cancel anytime



Discovery

Fraud Detection

Campaign ops

Performance evaluation

AI to the rescue

I will upload several files. Evaluate the influencer script below against the provided **campaign brief**, approved talking points, factual/product information, brand guidelines, and stakeholder feedback.

The goal is **not to rewrite the creator into brand copy**, but to make sure the content is accurate, compliant, strategically strong, and still sounds natural for the creator.



Instant ▾



Accio Data ✨

Private to you



Edit agent

Fills social-media spreadsheets with verified public data.



Ask Accio Data ✨



Enrich a workbook

Fill verified blanks from social links.



Audit missing data

Identify public and private missing fields.



Verify existing metrics

Flag questionable values without replacing them.

Discovery

Fraud Detection

Campaign ops

Performance evaluation

AI can't do this



*WORDS BY DAVID HIEATT

© marketoonist.com

AI can't do this

Judge a Great Brand Fit

Negotiate

Relationship building

Original Creative Ideas

Go/No Go and accountability



*WORDS BY DAVID HIEATT

© marketoonist.com

Trust is earned and always takes time

Don't call it a win until both lists check out

Campaign checks

- ✓ **Do your research** choosing the right influencers will set you up for success
- ✓ **Content stayed on-brief** without losing the creator's voice
- ✓ **Engagement holds up** real comments, not just big numbers, saves and shares are important
- ✓ **Results tie back** to the actual goal, not just vanity metrics
- ✓ **Document your learning** for the next campaigns

Security checks

- ✓ **Verify who's behind a pitch** - the domain, not just the name
- ✓ **Confirm big asks out-of-channel** - never on the same thread
- ✓ **Accounts locked down** - 2FA, unique passwords, sessions cleared
- ✓ **Payment details re-checked** against the last verified contact
- ✓ **Urgency is a red flag**, not a reason to move fast

Bitdefender.

Trusted.
Always.

