



An Australian Government Initiative

FOR IMMEDIATE RELEASE

10 April 2008

Profero Pty Ltd

Five Ways
220A Glenmore Road
Paddington NSW 2021
Australia

Phone: +61 2 8915 1855

Email: mike.zeederberg@profero.com.au

Web: www.profero.com

Profero Sydney has teamed up with NAPCAN, Australia's leading advocate in the prevention of child abuse and neglect and other interactive industry heavyweights to deliver a new social change initiative aimed at educating young internet users about the dangers in their online environment.

Initiatives to ensure youth online safety take an innovative direction with the establishment of a new online campaign, "Smart Online, Safe Offline" (SOSO). The campaign is a unique online social marketing strategy, focused on educating 9-15 year olds in a relevant, engaging manner about dangers on the web.

By educating young people how to be smart online the campaign keeps them safer from harm offline. The SOSO campaign is due to go live in September 08.

The consortium of social advocates and interactive industry specialists is spearheading the adaptation of a proven UK campaign, provided by the Sydney office of international interactive marketing agency, Profero.

The SOSO campaign informs about the risks and dangers of giving out too much personal information online. By harnessing the support of the online communities they frequent, the campaign gains optimum relevance.

The initial SOSO campaign focuses on educating users to threats and predatory behaviours - including privacy invasions, grooming attempts and identity theft - as they appear online.



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After much ground work, NAPCAN secured initial seed funding for the project in late 2007 under the National Community Crime Prevention Programme, an Australian Government Initiative. "This visionary seeding grant will allow the SOSO founding partners to create and pilot something really meaningful," said Profero Media Director, Valentina Borbone.

Since funding, the SOSO Campaign has secured media solid support from the cream of Australian online publishers and social networking sites. The project is still seeking further sponsorship from other organisations wanting to demonstrate their commitment to kids' safety.

NAPCAN National Program Manager, Marie Fox said, "This is a unique approach to working toward improving and protecting online and offline safety for our kids. This delivers a really important message through an experience that will engage young people through its creativity and language. We are tapping into the realities of the way young people interact online to help them manage their safety and engagement."

Other members of consortium throwing their weight behind the project include: SOCIAL Consultancy, the Australian Interactive Media Industry Association (AIMIA), Inspire Foundation, the New South Wales Commission for Children and Young People, the Interactive Advertising Bureau (IAB), and the Australian Communications and Media Authority (ACMA).

Interested parties can contact Profero Sydney on (02) 8915 1855 or via email: valentina.borbone@profero.com.au if they would like to be part of this valuable community initiative.



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About PROFERO

Profero (www.profero.com.au) is Europe and Asia's leading independent full-service digital marketing agency. Founded in 1998, Profero has delivered over 4,000 effective and innovative campaigns for clients, more than any other agency of its kind.

Profero specialises in interactive marketing strategy web development, digital advertising, digital media buying and relationship marketing solutions. Its local client base includes Macquarie Bank, Stockland, Cancer Council NSW, Clean up Australia, InterContinental Hotels, National Geographic Channel and the UK Government.

Leveraging global experience and local knowledge, Profero Sydney launched in June 2001, continuing the global expansion that includes Milan, Madrid, Munich, Singapore, Hong Kong, Shanghai, Taiwan and Tokyo.

To find out more about Profero, our philosophy, culture and work, visit: www.profero.com.au

Or contact: Mike Zeederberg

+61 2 8915 1855 | email Mike.Zeederberg@profero.com