



is **cyber secure**



CAMPAIGN CASE STUDY

Situation

Cybercrime is an increasing challenge for Australian small businesses, which often have fewer resources, specialist expertise and systems to manage digital threats. Even relatively simple cyber incidents can disrupt operations, compromise information and cause financial and reputational harm.

The challenge is not simply raising awareness of cyber threats, but helping small business owners and employees understand the practical steps they can take to reduce their vulnerability.

In 2026, Crime Stoppers Australia partnered with the Council of Small Business Organisations Australia (COSBOA) to promote Cyber Wardens – a free program providing practical cyber security training for small businesses and their employees.

The partnership combined the Cyber Wardens program with Crime Stoppers Australia's trusted national crime prevention brand and community reach to make cyber security more accessible, practical and relevant to everyday business.

Objective

The campaign aimed to:

- raise national awareness of cybercrime risks affecting Australian small businesses;
- promote the free Cyber Wardens training program;
- encourage small businesses and their employees to strengthen their cyber resilience; and
- use Crime Stoppers Australia's trusted national profile to amplify practical cybercrime prevention messaging.

Elements

- A three-month national digital campaign was delivered from May to July 2026.
- Paid advertising was delivered across YouTube, Meta and LinkedIn.
- Video and static creative were used to build awareness, encourage engagement and direct audiences to further information.
- Campaign targeting was progressively refined, with later activity concentrating more strongly on working-age and business audiences.
- A dedicated Cyber Wardens webpage was hosted on the Crime Stoppers Australia website as a trusted information and referral destination.
- Paid advertising was supported by Crime Stoppers Australia's national social media channels, organic content, media and partnership communications.
- Campaign performance was actively monitored and optimised throughout the three-month period, allowing targeting and delivery to respond to audience behaviour.

Results

- 932,964 YouTube video views from 290,300 unique viewers.
- More than 13,000 hours of YouTube watch time, equivalent to more than 542 continuous days of audience attention.
- Viewers watched an average of 93.3% of the 68-second campaign video, demonstrating exceptionally strong message retention.
- An average of 3.2 YouTube views per unique viewer, providing repeated exposure to the Cyber Wardens message.
- More than 1.39 million LinkedIn impressions and 1,277 clicks, with response strengthening as the campaign progressed.
- About 882,000 Meta views, more than 173,000 engagements and 1,961 link clicks.
- The campaign webpage attracted 1,189 views and 1,123 active users.
- Campaign performance strengthened over time, with the final month recording improved YouTube viewing, LinkedIn response and Meta sharing despite receiving the smallest planned monthly advertising allocation.
- The campaign demonstrated that Crime Stoppers Australia's trusted crime prevention brand can credibly extend into cybercrime prevention and digital resilience education.