News and Views (State Staff)

Subj: Cyber Security Campaign

Deck: Encourage your members to browse the new Trusted Choice® campaign to remind their customers to stay protected by using cyber safety strategies.

Did you know? Cyber-attacks have increased 80% since the beginning of the pandemic. Now is the perfect time to remind your members to talk to their customers about cyber security coverage!

Trusted Choice® has launched a [cyber campaign](https://trustedchoice.independentagent.com/marketing-campaigns/cyber-security-awareness/) including customizable assets for social, print, and video. This campaign offers three different creative options that illustrate the importance of adding cyber insurance to a larger cyber safety strategy. These options can be used to target both personal and business audiences.

Encourage your members to use this campaign with their customers to remind them to add cyber insurance to their cyber safety strategies! The campaign can be found in the [Marketing Campaigns](https://trustedchoice.independentagent.com/marketing-campaigns/) section on the Trusted Choice website.

Please contact [Mia McGowan](mailto:Mia.McGowan@iiaba.net) with any questions.

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