



The core of **NINJIO AWARE** is a once a month, engaging animated episode based on a real security breach suffered by a real company.

However, that is only the beginning. **NINJIO** is an entire content platform that also contains these 12 additional features, assets, and additional content.

To make the most out of **NINJIO**, leveraging “**All Things NINJIO**” is important.



## 1 NINJIO AWARE CORPORATE

Starting in Q4/2018, two animation styles of NINJIO are produced: NINJIO “Anime” (original version) and NINJIO Corporate, the same episode but with more Corporate Conservative character styles.

## 2 NINJIO AWARE CONTENT IN DIFFERENT FILE FORMATS

In addition to NINJIO content being published in SCORM 1.2, 2004 v.2,3, & 4, and Tin Can, another benefit included with your subscription is unlimited access to our .mp4 files and HTML5 files.

## 3 TEASER TRAILERS

In addition to the above content, we produce “teaser trailer” files in an .mp4 format. The “teaser trailer” is roughly 30 seconds long and is designed to be a bit of a cliff hanger. It serves to encourage people to want to watch the entire episode. These are used to promote NINJIO on Client’s portals, Internal TV networks, LED displays on school campuses, and through various other means.

## 4 “CONTENT BY REQUEST”

As much as 25% of a Season’s content has been ideated by one of our clients. If they have seen a pervasive threat, or simply have a great idea for an episode (where the idea has actually happened), if we are able to produce that episode, and it will equally benefit other clients, we will do it!

## 5 FRIENDS & FAMILY USE RIGHTS

Friends and Family Use Rights is one of the most important and impactful benefits that we offer. You can add up to 7 friends and family members to receive our content at no additional cost. Through this program, your employee has a “paradigm shift” whereby they realize their employer is providing the training to protect the organization, but the employees is really protecting themselves and their family. It moves from “training” to a “4-minute break out of their workday.” The employee takes a personal accountability to “Secure Living” thus significantly raising the security posture at your organization.

## 6 NINJIO NANO

Since January of 2019, we produce a condensed version of NINJIO called “NINJIO NANO.” NINJIO NANO is done in the corporate conservative animation style, and it is roughly a 1.5-minute-long version of the episode where we take portions of the story, and just make sure we focus on the “Teachable Moment” (synonymous hereafter as “**The Golden Nugget**”). This is for the audience that won’t watch a 3-4-minute-long video but will watch a 1.5-minute-long video (with no quiz).

## 7 NINJIO INFOGRAPHIC SERIES

Starting at the end of Q2/2019, we began producing our NINJIO INFOGRAPHIC SERIES. This was created for the viewer who refuses to watch a video, yet wants the same learning, and is also leveraged as a “post episode” poster that can get hung up right after an episode has aired within your organization.

## 8 NINJIO “ANCHORING CARTOON”

The “Anchoring Cartoon” is a simple cartoon that was designed to be embedded into an email and sent out to our hosted clients two-weeks after the episode is produced. Other clients may use this as poster content or display it up on their I.T. or Security Portal.

## 9 NINJIO EPISODE BLOG POSTS

“HOW IT REALLY HAPPENED”

For every episode produced, a 5-article blog post article is curated with the best content that covers the real story of the episode produced and has additional information on how to keep safe from the attack vector that was covered in that particular episode.

## 10 NINJIO EPISODE POSTERS

Since 2017, we’ve created “Episode Posters.” Similar to a movie trailer poster posted at the movie theater, these are meant to be distributed digitally and put up within a reasonable time period before releasing an episode (about 1 week), and they generate a small “buzz” about what is upcoming.

## 11 NINJIO EPISODE CO-BRANDED POSTERS

Our Co-Branded Posters are posters that are also called “Stay Up” posters, as these would be hung up in your cafeteria, lunchroom, break room, or wherever else you feel is appropriate. These are again reinforcing Golden Nuggets, and we leave room to add your own Company/Security Awareness logo.

## 12 NINJIO CARES

With NINJIO CARES, we divide our clients into 7 size brackets, and the client with the largest engagement average in each bracket will be awarded NINJIO with a \$5,000 check made payable to their charity of choice. This program allows us to make a difference in the community while helping our clients maintain high engagement levels.