

OnlineFamily.Norton

Your kids are online. You're in the loop.

“School Family Media provided Symantec with both the editorial expertise to develop compelling family Internet safety content and materials for a parent audience – as well as a unique, proven, nationwide network through which to deliver our Internet safety message and promote our new OnlineFamily.Norton product directly to our core audience of parents with kids who are already, or about to be, online.”

Colleen McKenna
Global Marketing Director
Consumer Business Unit
Symantec Corp.

Case Study

ONLINEFAMILY.NORTON BY SYMANTEC

Custom, multi-platform PR and marketing program educating and engaging families with school-age kids about Internet safety

THE CHALLENGE

Symantec, industry leader in IT security software and services, wanted to connect a new, consumer-focused initiative and product to a new audience: moms. They needed a campaign that would raise awareness of and start the discussion about Internet safety among families with school age kids and also act as a promotional vehicle for their new family Internet safety product, OnlineFamily.Norton.

THE SOLUTION

Based on previous success with School Family Media's Back2School marketing program, Symantec and their agency, Edelman PR, turned again to School Family Media to reach this highly targeted, receptive audience of parents with kids ages 5-14.

School Family Media created Internet Safety Week –

a proprietary, custom public relations and promotion program from which Symantec could promote family Internet safety and launch their OnlineFamily.Norton product to parents.



SchoolFamilymedia inc.
Marketing Solutions Group

schoolfamilymedia.com/solutions

NortonTM
from symantec

SchoolFamily.com "Internet Safety Week" custom landing page

OnlineFamily.Norton™
Your kids are online. You're in the loop.

“Thank you so much for bringing very useful information and resources for our families. It has enriched our schools and brought the community closer together.”

Sandra Miller
PTG President
Deer Lakes Schools
Tarentum/Russellton, PA



Prevent Online BULLYING

Custom magazine hand-delivered to 1 million school families



Internet Safety Week Program Components:

- Custom publication, *Family Internet* magazine, distributed to 1 million school families nationwide by PTO and PTA leaders who proactively registered specifically to participate in Internet Safety Week.
- **Internetsafetyweek.com** – custom landing page, sponsored content and downloadable tools.
- Banner campaign across School Family Media’s SchoolFamily.com website and opt-in email newsletter properties.
- Internet Safety Week promotional flyers sent to every one of the 83,000+ K-8 schools across the country.
- Symantec utilized School Family Media’s connection to influential, tech-savvy moms to invite ‘mom’ beta-testers to test their OnlineFamily.Norton product for free.
- Tim Sullivan, Founder and President of School Family Media and parent involvement expert, sat on the Norton Online Family Advisory Council and participated in the Internet Safety Week satellite media tour. Tim provided valuable involvement insights and credibility to this nationwide campaign.

THE RESULTS

School Family Media, through its authentic, parent-focused media channels, provided Symantec with a full-circle public relations and promotional campaign efficiently and effectively reaching exactly their target audience of parents with kids ages 5-14.

In a follow-up survey, conducted by School Family Media:

- 97% said that after reading *Family Internet* magazine, they had already or planned to sit down with their kids for a new or renewed discussion about Internet use.
- 95% rated the articles *Very Helpful* or *Helpful*.
- 73% visited www.internetsafetyweek.com.
- 3.7 million impressions delivered in one week to school parents.
- Internet Safety Week and OnlineFamily.Norton launch PR campaign garnered national feature coverage, including USA Today and Good Morning America, as well as significant local and regional TV and print.



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