



Annex A

Media Factsheet

The “Stop and Check” Campaign Details and Event Highlights

Campaign Concept

CSA’s national cybersecurity campaign returns with its sixth edition, “Stop and Check.” This year’s campaign aims to raise awareness of evolving cyber threats, reminding Singaporeans to take a crucial cognitive break when presented with unsolicited messages or unusual requests online.

To help communicate this important message, the campaign stars Jaga, the cybersecurity hedgehog. Jaga, which means "guard" in Malay, is a fierce and passionate protector of digital systems who remains ever vigilant against cyber threats. Holding a red "STOP" sign, Jaga will be featured prominently across the campaign's various touchpoints. Originally created by GovTech in 2017 to educate public sector officers on cybersecurity, Jaga will now help everyone from all walks of life to stay cyber-safe.

The campaign video features a busy employee who receives an urgent late payment message purportedly from a government agency, threatening to cut off his electricity unless he makes payment promptly. Panic sets in and the employee enters an altered reality where worst-case scenarios play out in his head. Just as he is about to click on the link, Jaga appears holding a “Stop” sign, asking him to first “Stop and Check”. The employee then calls the official billing hotline to verify the message, saving himself from becoming the next victim.

Augmenting this video will be three posters promoting 3 important cybersecurity tips:

- Enable Two-Factor Authentication (2FA) and Use Strong Passphrases
- Update Software Promptly
- Add ScamShield and Anti-Virus Apps

These will be amplified through a mix of out-of-home platforms, including advertisements on TV, bus shelters, MRT stations and digital display panels at malls and HDB lift lobbies as well as digital channels such as Facebook, YouTube and TikTok.

Media can download key visuals for the campaign here: <https://go.gov.sg/stop-and-check>

Details on the “Cyber Safe in the City” Event

The campaign kicks off with a two-day “Cyber Safe in the City” roadshow from 13 to 14 September at Waterway Point Level 1 Village Square, from 11.00am to 8.00pm. The event recreates a familiar Singapore cityscape, featuring four game zones that showcase CSA’s Cyber Tips.

Zone 1: Aim for Cyber Safety!

Visitors will be presented with MCQ-based questions on cyber safety. To answer, visitors will have to shoot basketballs into hoops labelled "Yes" or "Stop and Check". Jaga appears on the screen after each question is answered to explain the correct answer. This zone reinforces the message that it is important to “Stop and Check” before responding to unknown messages or calls.

Zone 2: Scam-free Studio

Visitors will have to download ScamShield or an anti-virus app before taking a customised photo with Jaga-themed frames. Those without these apps will be directed to CSA's list of recommended security apps to download a security app of their choice, or to download ScamShield. Those who already have these apps can show the app icons to booth attendants before proceeding. This zone highlights the importance of having ScamShield and anti-virus apps to detect scam messages and block scam calls, as well as to detect malware and malicious phishing links respectively.

Zone 3: Password Café

Visitors create strong passphrases and test their password strength at a vending machine, using CSA's password checker. Visitors with passphrases that are estimated to take 100 years or more to crack will get to enjoy snacks or drinks. This zone demonstrates that strong passphrases are the first line of defence against account breaches, encouraging visitors to create long and random passphrases with at least 12 characters and a combination of uppercase and lowercase letters, numbers, and symbols.

Zone 4: School of Cybersecurity

In this classroom-themed zone, visitors answer four questions about software updates within two minutes. The classroom setting features a decorative blackboard where cyber safety tips are displayed to help visitors with the quiz. This zone emphasises the importance of prompt software updates, which provide security fixes and improve phone performance.

Partner Booths

The Singapore Police Force (SPF) - National Crime Prevention Council (NCPC) Booth

The booths will showcase the 'Check' phase of the 'I can ACT Against Scams' Campaign, which encourages individuals to stop and check whenever they are unsure if something is a scam. Participants will be encouraged on-site to install the ScamShield app and subscribe to the Scamshield Alert WhatsApp channel.

The Infocomm Media Development Authority (IMDA) Booth

The booth by the IMDA's SG Digital Office will feature interactive activities aimed at helping visitors pick up digital skills and enhance their digital wellness.

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