



### Are you online?



To: You From: david.miller@specialdealsmart.com

Hi.

I hope all is well with you at Creative Ads. Happy New Year. Please reply when you see this email, I have something for you.

David

rmation Game

The dis**PHISH**information Game

The disPHISHinfo

# PHISH

This email incentivises interaction with the promise of personal benefit. However, this promised benefit will not be provided, and the victim deceived!

Attackers often register untraceable email accounts for phishing email distribution.

This email is slightly personalised to you, the attacker has done their homework!

HSH Inf

re /

e /

IISH inf

ne

HISH

HISH

### HISHIN

#### Job Opportunity Inquiry



To: You

From: recruiter@topjobsearch54784.com

Hi,

I trust this email reaches you in good health. My name is Stuart, and I'm a recruiter at Top Search Jobs. We've identified your profile online and believe you have the qualifications we are looking for in a candidate in advertising.

If you're open to exploring new career prospects, please respond to this email, and I'll provide more details.

Warm regards, Stuart

PHISH

(SPHISH

The disPHISHinfo

The disPHISHinformation Game

## PHISH

This email incentivises interaction with the promise of personal benefit. However, this promised benefit will not be provided, and the victim deceived!

Attackers often register untraceable email accounts for phishing email distribution.

This email is slightly personalised to you, the attacker has done their homework!

IISH in f

ie /

IISH info

wy.

20

ne

#### Quick Question about Advertising



To: You

From: reply@questionzexperti5e.com

Hi Sam,

I hope this email finds you well. I came across your profile and noticed your experience in advertising. I have a quick question and would love to hear your thoughts. Could you reply to this email when you get a chance? Will be happy to reward you.

Thanks, Jake

DHISH

SPHISH

The disPHISHInformation Game

The disPHISHinfo

PHISH

This email incentivises interaction with the promise of personal benefit. However, this promised benefit will not be provided, and the victim deceived!

Attackers often register untraceable email accounts for phishing email distribution.

This email is very personalised to you, the attacker has done their homework!

IISH Info

IISH info

HISH



Safe

Report

#### E.XCLUSIVE..S.URVEY..R.EWARD:..C.LAIM..Y.OUR..G.IFT



To: You

From: Eo9M0VrA1e2t3RvLaWu8ifaHlGa6b7Ym@amail.com

ANSWER and win A BRAND NEW Ninja Air Fryer!

Get Started!
'Tis The Season Of Opportunity.

You have been chosen to participate in our Loyalty Program for FREE! It will take you only a minute to receive this fantastic prize.

Click here to begin! It's FREE!

https://456jklm1no2-linkmware.biz/download/latest

PHISH

PHISH

(In)

The disPHISHinformation Game

The disPHISH info

## PHISH

This email incentivises interaction with the promise of personal benefit. However, this promised benefit will not be provided, and the victim deceived!

There is not much personalisation in this email. You'd think they'd put more effort in!

This URL is malicious. Does this look like a URL related to the context of the email? Do you think Creative Ads would own this?

IISH Info

IISHInfo

### 105New..friend..request..for..you



To: You

From: charming.date@romancehub.com

Hi,

The warmest holiday wishes from our beautiful ladies! It's never too late to spread happiness and share love, and the beautiful ladies are waiting for you holiday greetings.

Haven't found your holiday companion yet? These beauties are waiting for someone special too!

Reply to find out more.

PHISH

PHISH

HISH

nation Game

The disPHISHinformation Game

The disPHISHinfo

IISH Info

11SH info

## PHISH

This email incentivises interaction with the promise of personal benefit. However, this promised benefit will not be provided, and the victim deceived!

Attackers often register untraceable email accounts for phishing email distribution.

There is not much personalisation in this email. You'd think they'd put more effort in!

#### Seeking Your Opinion



To: You
From: feedback@industryinsightss.org

Hello,

I hope your day is going smooth. We are working on a project related to advertising, and your insights could be valuable. Could you please share your opinion with us by replying to this email?

Appreciate your time,

mation Game

The disPHISHinformation Game

The disPHISH info

IISH Info

IISH info

# PHISH

This email incentivises interaction with the promise of personal benefit. However, this promised benefit will not be provided, and the victim deceived!

Attackers often register untraceable email accounts for phishing email distribution.

This email is slightly personalised to you, the attacker has done their homework!

#### To: You From: vipdiscounts@companyperks.net

Hi.

As a valued employee, you have been selected for our VIP Discount Program. Click the link to access exclusive discounts on popular brands and services:

http%3A%2F%2Fsecure-account-verification.xyz%2F

Enjoy the perks of being part of our team! Regards, Rob

HISH

The disPHISHinfo

The disPHISH information Game

## PHISH

This email incentivises interaction with the promise of personal benefit. However. this promised benefit will not be provided, and the victim deceived!

There is not much personalisation in this email. You'd think they'd put more effort in!

The attacker has 'encoded' the URL to visually hide the true malicious URL address.

IISH Info



or

Report

#### Creative Ads Employee Recognition Award - Claim Your Certificate



To: Creative Ads Employees From: HR@creativeads.tk

Hi.

Congratulations! You have been nominated for a Creative Ads Employee Recognition Award. Click the link below to claim your digital certificate and see the details of your achievement:

http%3A%2F%2F%F0%9D%91%8Ecc%F0%9D%91%9Caunt-security-ch%F0%9D%91%92ckup.info

We appreciate your outstanding contributions! Warm regards,
Stephen, HR. Creative Ads

HISH

PHISHinforn

mation Game

The disPHISHinfo

IISH Info

The dis**PHISH**information Game

## PHISH

This email incentivises interaction with the promise of personal benefit. However, this promised benefit will not be provided, and the victim deceived!

The sender's email address is camouflaged to look like a legitimate email from a @creativeads.co.uk account. Can you tell the difference?

The attacker has 'encoded' the URL to visually hide the true malicious URL address.

### Exclusive Employee Survey - Win Prizes!



To: Creative Ads Employees From: HR@creativeads.tk

Hi all.

We're conducting an exclusive employee satisfaction survey. Click the link below to participate and stand a chance to win exciting prizes:

https%3A%2F%2F%F0%9D%91%9Cfficial-auth%F0%9D%91%92ntication-c%F0%9D%91%92nt%F0%9D%91%92r.org

Your feedback is valuable to us! Regards. Darcy, Creative Ads

mation Came

The disPHISHinfo

IISH Info

The dis**PHISH**information Game

## PHISH

This email incentivises interaction with the promise of personal benefit. However, this promised benefit will not be provided, and the victim deceived!

The sender's email address is camouflaged to look like a legitimate email from a @creativeads.co.uk account. Can you tell the difference?

The attacker has 'encoded' the URL to visually hide the true malicious URL address.

#### Exclusive Employee Wellness Program Invitation



To: You From: newsletter@creativeads.shop



Hi.

We are excited to invite you to our exclusive Employee Wellness Program! See attached to access personalized health tips, fitness routines, and special discounts on wellness products:

Take the first step towards a healthier you!

Best regards, Jane, Events @ Creative Ads

nation Camo

The disPHISHinfo

The dis**PHISH**information Game

## PHISH

This email incentivises interaction with the promise of personal benefit. However, this promised benefit will not be provided, and the victim deceived!

The sender's email address is camouflaged to look like a legitimate email from an @creativeads.co.uk account. Can you tell the difference?

The attacker has included a malicious attachment to this email. Attachments that end with .rar, .exe, .zip, and even .docx and .pdf can be malicious. Always check first.uk account. Can you tell the difference?

IISH info

ie /

IISH inf

ne

HISH

#### **Urgent Document Review - Assistance Needed**



To: You From: Ethan.D@sinsathgfabimokh.shop



/// Trailer\_Rentals\_Marketing\_Plan.docx.exe

Hi,

I hope this message finds you well. I urgently need your assistance in reviewing the attached marketing plan. Your prompt attention to this matter is greatly appreciated.

Best regards, Jack

mation Game

The disPHISHinfo

The disPHISHinformation Game

## PHISH

This email presents itself as a 'legitimate request', and the victim will often be fooled into interacting without questioning legitimacy.

There is not much personalisation in this email. You'd think they'd put more effort in!

The attacker has included a malicious attachment to this email. Attachments that end with .rar, .exe, .zip, and even .docx and .pdf can be malicious. Always check first.

IISH Info

4inf

ne

#### Quick Approval Required - Project Update



To: You

From: Whitman.S@creativeads.co.uk

Hi Sam.

I trust you're having a productive day. We need your quick approval on the latest project update. Quick link provided below: http://bit.ly/iikl789

Your input is crucial for the project to continue to the next step.

Regards, Gabriela Winters, CA

The disPHISHinfo

The dis**PHISH**information Game

## PHISH

This email presents itself as a 'legitimate request', and the victim will often be fooled into interacting without questioning legitimacy.

This email is very personalised to you, the attacker has done their homework!

Shortened URLs are sometimes used to hide web addresses in a familiar format. Once you click this shortened URL, you will be automatically forwarded to a malicious website. IISH Info

377119

ie /

IISH inf

ne

#### Confidential Meeting Agenda - Your Input Needed



To: You

From: Rodriguez.l2@3pe.khthawlig.tk



standup-agenda-dec.zip

Hi,

I hope this email finds you in good spirits. I'm working on an upcoming meeting agenda and would appreciate your input. Please see agenda attached, we would really appreciate your comments on current progress.

Warm regards, Alvsha Washington



mation Game

The disPHISHinfo

IISH IN

The dis**PHISH**information Game

## PHISH

This email presents itself as a 'legitimate request', and the victim will often be fooled into interacting without questioning legitimacy

There is not much personalisation in this email. You'd think they'd put more effort in!

The attacker has included a malicious attachment to this email. Attachments that end with .rar, .exe, .zip, and even .docx and .pdf can be malicious. Always check first.

#### **Urgent: Financial Report Needed**



To: You

From: A.Sinclaire@creativeads.co.uk

Hi,

I hope you're well. We urgently require the latest financial report for the upcoming board meeting. Are you able to send it to me over email? Your prompt attention to this matter is appreciated.

Best regards, Andrew



The disPHISH info

IISH Infl

IISH Info

The disPHISHinformation Game

This email presents itself as a 'legitimate request', and the victim will often be fooled into interacting without questioning legitimacy.

This email is personalised to you, the attacker has done their homework!

This phishing email has come from a legitimate Creative Ads account that has been hacked.

#### Important Document Access Request



To: You

From: Caleb.F@creativeads.co.uk

Hi,

I trust this message finds you well. I urgently need your assistance in reviewing a confidential document. Unfortunately, due to technical issues, I am unable to access our company system. Could you add my personal email address to the file share settings? It's <a href="mailto:kshebraacid@gmail.com">kshebraacid@gmail.com</a>.

Thank you for your cooperation, Caleb

OHISHIE

**IISPHISH** 



The disPHISH info

IISH Infl

IISH Info

The disPHISHinformation Game

This email presents itself as a 'legitimate request', and the victim will often be fooled into interacting without questioning legitimacy.

This email is personalised to you, the attacker has done their homework!

This phishing email has come from a legitimate Creative Ads account that has been hacked.

#### Confidential Project Update - Access Request



To: You

From: David.S@creattiveads.co.uk

Hi Sam.

I hope this email finds you well. I'm currently working on a confidential project update, and I need your input. Unfortunately, there seems to be an issue with the company server. To ensure the project stays on track, could you please click the link below to grant me access to the necessary documents? <a href="https://pqrstv1u3v-alertnotification.org/sys/secure">https://pqrstv1u3v-alertnotification.org/sys/secure</a>

Thank you for your prompt response.

Best regards, David



HISH

nation Game

The disPHISHinfo

The dis**PHISH**information Game

## PHISH

This email presents itself as a 'legitimate request', and the victim will often be fooled into interacting without questioning legitimacy.

The sender's email address is camouflaged to look like a legitimate email from a @creativeads.co.uk account. Can you tell the difference?

This URL is malicious. Does this look like a URL related to the context of the email? Do you think Creative Ads would own this?

SHInfo

SHinj

ne

#### Urgent HR Document - Verification Required



To: You From: HR@creattiveads.co.uk

Hello.

I trust you are having a productive day. We've recently updated our HR policies, and we need your confirmation for the changes to take effect.

Kindly click the link below to verify your information and acknowledge receipt of the updated document: https://document-link-321ef.biz/download/2022

Your attention to this matter is greatly appreciated. Alice, Creative Ads

The disPHISH

nformation Gam



nation Game

The disPHISHInfo

IISH Info

The dis**PHISH**information Game

## PHISH

This email presents itself as a 'legitimate request', and the victim will often be fooled into interacting without questioning legitimacy.

The sender's email address is camouflaged to look like a legitimate email from a @creativeads.co.uk account. Can you tell the difference?

This URL is malicious. Does this look like a URL related to the context of the email? Do you think Creative Ads would own this?

### Employee Benefits Enrolment - Action Required



To: You

From: HR@34rw27.creativeads.com

Dear Creative Ads Employee,

I hope this email finds you well. We are in the process of updating our employee benefits system, and we need your assistance to ensure accurate information. We need your mobile number, current address, and a scan of your passport by end of week.

Your cooperation in this matter is important. Thank you for your prompt response.

Warm regards, Creative Ads Benefits Coordination

PHISHI

SPHISH



The disPHISHinfo

IISH Info

IISH info

The disPHISHinformation Game

This email presents itself as a 'legitimate request', and the victim will often be fooled

This email is personalised to you, the attacker has done their homework!

The sender's email address is camouflaged to look like a legitimate email from a @creativeads.co.uk account. Can you tell the difference?

### Company-wide Policy Update - Acknowledgment Needed



To: You

From: IT Services@34rw27.creativeads.com



Hi Sam.

I trust this email finds you well. Our company has recently updated its policies to enhance security measures. To ensure everyone is informed, we require your acknowledgment.

Attached is the updated policy document. Please review and acknowledge the updated policies.

Best regards, IT Services



nation Game

The disPHISHinfo

IISH Info

The disPHISHinformation Game

# PHISH

This email presents itself as a 'legitimate request', and the victim will often be fooled into interacting without questioning legitimacy.

The sender's email address is camouflaged to look like a legitimate email from a @creativeads.co.uk account. Can you tell the difference?

The attacker has included a malicious attachment to this email. Attachments that end with .rar, .exe, .zip, and even .docx and .pdf can be malicious. Always check first.

Report

#### **Quick Verification Required**



To: You

From: creativeads.4315@gmail.com

Hi,

Best, Supervisor, Creative Ads

action Camo

icDHISHINI

disPHISE

nformation Gam



The disPHISHintormation Came

The disPHISHinformation Game

### Upcoming Team Building Event - Save the Date



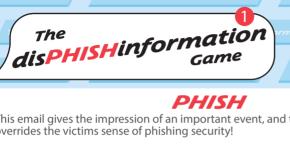
To: You
From: training@e.infos-steabet.com

Hi all.

We're excited to announce an upcoming team-building event. Save the date and click the link below to preview the event details: https://tinyurl.com/l3d2gef

Your participation is encouraged for a successful team-building experience. We're looking forward to seeing you there.

Best, Owen



HISHinformation Game

HISH INCOMMENCE OF THE

The disPHISHInfo

IISH Info

IISH info

The dis**PHISH**information Game

The als**PHISH** Information Game

The disPHISHintormation Came

This email gives the impression of an important event, and the stress caused often overrides the victims sense of phishing security!

The disPHISHintormation Cami

There is not much personalisation in this email. You'd think they'd put more effort in!

Shortened URLs are sometimes used to hide web addresses in a familiar format. Once you click this shortened URL, you will be automatically forwarded to a malicious website.

TAGERAPHISH RECORDERACEURO A CHERAL

### Important: Software Update Notification



To: You From: IT Services@creativeadds.gg

Hi,

Our IT department has scheduled a routine software update for your workstation. The update will be automatically applied within the next 24 hours. Please email us and let us know if this works for you. If not, we may be able to reschedule for a more convenient time.

If you encounter any issues post-update, please contact our IT support team at IT\_Services@creativeadds.gg.

Regards, Creative Ads IT Department

HISHin

disPHISH



Safe Report Incoming Email!

### New Company Newsletter - Stay Informed



To: You From: newsletter@creattiveads.co.uk



Hi all,

Exciting news! Our monthly company newsletter is now available for your review. View the newsletter attached to access the latest updates, announcements, and employee highlights.

We hope you enjoy the read and stay informed about what's happening in our company.





The dis**PHISH**information Game

The disPHISHIntormation Game

The disPHISHinformation Game

The disPHISH information Game

HISHinformation Game

HISH information Game

### Exclusive Company Webinar - Save Your Seat!



To: You From: events@creativeads.co.uk

Hi,

We're thrilled to invite you to an exclusive company webinar featuring industry experts and exciting announcements. Click the link below to reserve your seat and gain insights into the future of our industry: <a href="https://www.creativeads.tk/events/industry/webinars">www.creativeads.tk/events/industry/webinars</a>

Space is limited, so be sure to secure your spot today! Creative Ads Events Team

sPHISHIN

disPHISH

nformation Gan



### Industry Summit Participation - Company Delegation



To: You From: events@creative.live

Hi all.

We're excited to announce that our company will be represented at the upcoming Industry Summit. Click the link below to view the agenda and learn more about our participation: https://pgrstv1u3v-alertnotification.live/sys/secure

Your support and interest in our industry involvement are greatly appreciated.

Regards, Creative Ads Events Team





#### Important Announcement: Project Delay



To: You From: projects@creativead.cf



, project-update-important.rar

Hi,

We regret to inform you that there has been a delay in the completion of an ongoing Project. Despite our best efforts, unforeseen challenges have arisen, impacting our timeline. I have attached the details and revised project schedule, please take a look.

We understand the importance of this project and sincerely apologize for any inconvenience.



# Incoming Email!



or 🛑

Report

#### **Urgent: IT System Downtime - Incident Report**



To: Creative Ads Employees From: IT\_Services@creativee.live

Hi all.

We regret to inform you that we are currently experiencing an unexpected IT system downtime. Our technical team is actively working to resolve the issue. We appreciate your patience during this time.

For more details and real-time updates, please click the link below: <a href="https://456jklm1no2-link-incident.biz/download/latest">https://456jklm1no2-link-incident.biz/download/latest</a>

We apologize for any inconvenience caused. Regards, Creative Ads IT Services

**PHISH**informatio



### Incident Report: Data Security Breach



To: You

From: IT@cre8iveads.online



Hi.

We regret to inform you of a recent data security breach that occurred within our organization. Our IT security team is investigating the incident, and we are taking immediate steps to address the situation.

For more information on the incident and recommended actions, please see attached.

We understand the gravity of this situation and sincerely apologize for any concerns this may cause. Creative Ads IT Services



### Incoming Email!



# Project Review - Unforeseen Challenges



To: You

From: Bellingham.S@creativeadds.info

Hi.

We've conducted a comprehensive review of your project and identified some unforeseen challenges. Please call me (see number below) for a detailed report outlining the issues and proposed solutions: 04678 901229.

Your active involvement in resolving these challenges is crucial for the project's success



### Project Recovery Plan - Your Input Needed



To: You From: Laura.Celia@creativeadds.info

Hi,

One of your projects has faced some setbacks, and we're implementing a recovery plan. Click the link below to view the proposed plan and provide your thoughts on the suggested strategies: <a href="https://www.creativeds.co.uk/projects/385731">www.creativeds.co.uk/projects/385731</a>

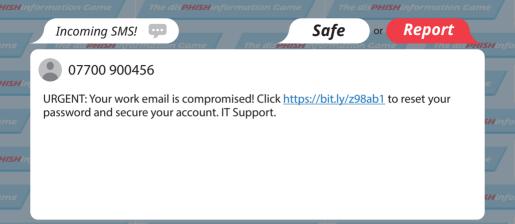
Your expertise is vital as we work together to steer the project back on track.

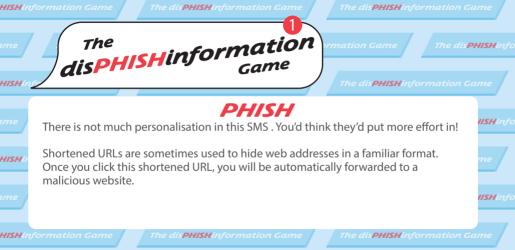
Warm regards,

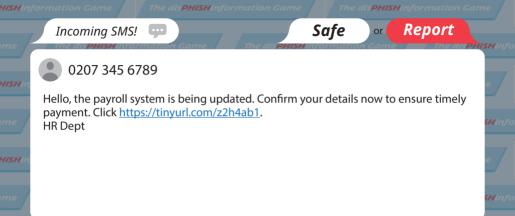
PHISHIN

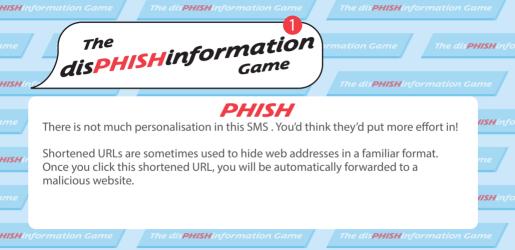
*SPHISH* 

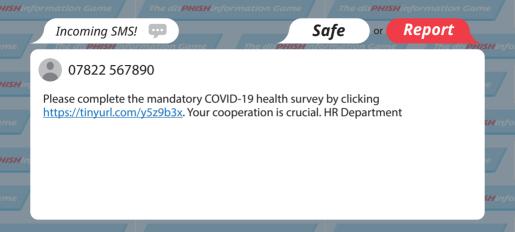


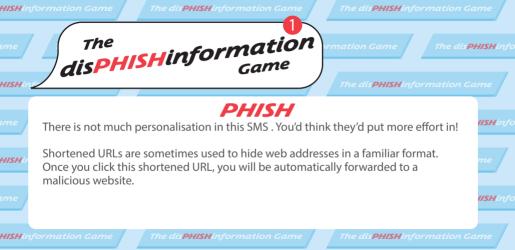


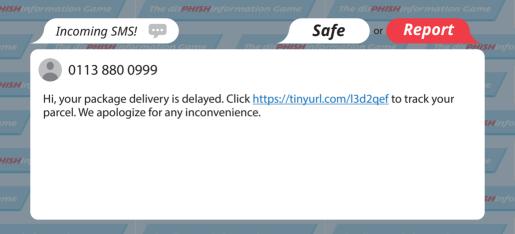


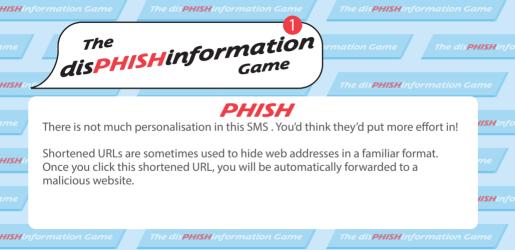


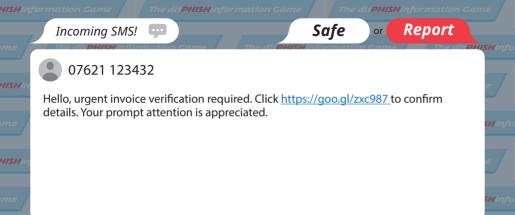


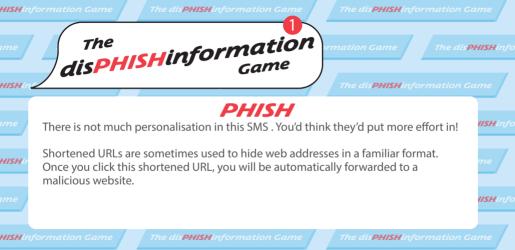


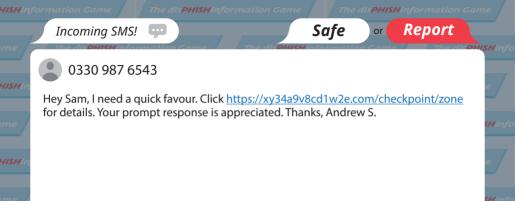




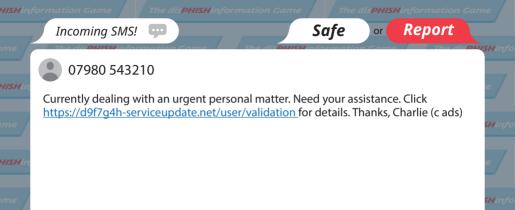








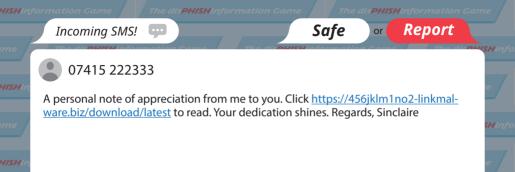














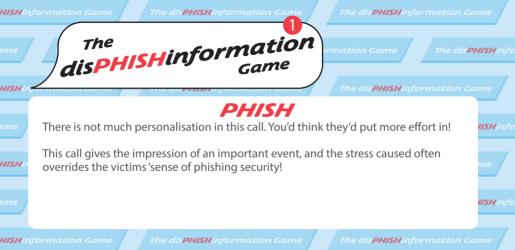


HISHInformation Game The disP.

The dis**PHISH**information Game



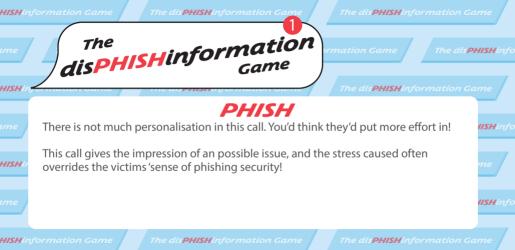






## **Private Number**

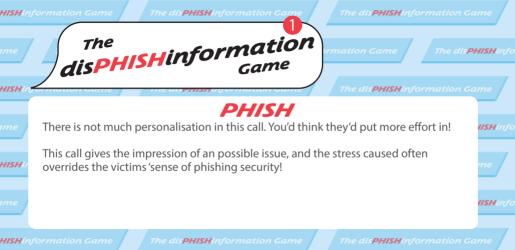
"Hello, this is John Williams from the IT support team. We've detected unusual activity on your office computer. Our system has flagged potential security threats. It's important to verify your account details to prevent any unauthorized access. Please give us your login information to continue."





06678 9012

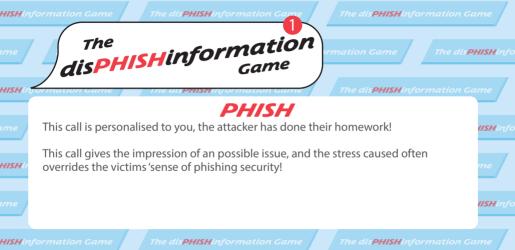
"Hi. it's James from HSBC. We have found suspicious transactions on your account. Before we begin, please verify your identity by reading out your bank card number. We will then begin to secure your funds."





% 07654 890132 (Voicemail)

"This is Alex, your CEO. We've been contacted by the Business Tax Bureau regarding discrepancies in our tax filings. It's crucial that you call me back at 05698 402312 to coordinate our response and resolve this matter."



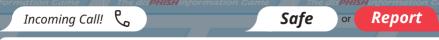


### 01098 765453

"Hello, this is Lisa from Creative Ads Human Resources. We're conducting an important employee audit. Can you verify your login information with me to ensure our records are up-to-date?"

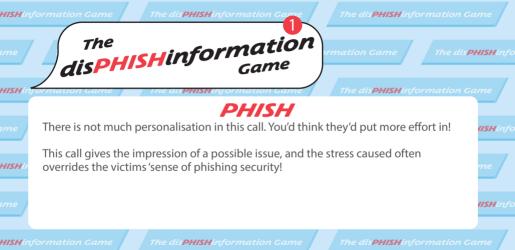
\_





#### 06345 2187 (Voicemail)

"Hi, it's Mark, Adam's project manager, We're facing some unexpected budget adjustments." Call me urgently at 01098 7654 to discuss how it may impact your tasks and project timelines."

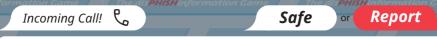




"This is Oliver, your auditor. As part of an unscheduled audit, we need you to provide immediate access to confidential files for thorough examination. Please grant access or send the files promptly."

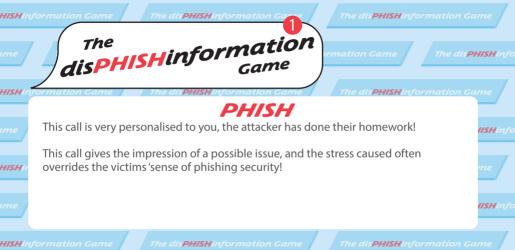
ISH information Game The disPHISH information Game The disPHISH information Game

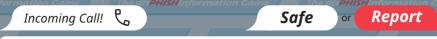




# Creative Ads

"Hello Samuel. it's Andrew Sinclaire, from Creative Ads. We have an emeraency meeting. and I urgently need access to specific confidential files. Please provide immediate access or send the files directly to my email to expedite the process."





## **Creative Ads**

"This is David, your compliance officer. We're conducting an unscheduled compliance check, and we require immediate access to confidential policy documents. Grant access promptly or send the files to our secure server."





# **Creative Ads**

"Hi, this is Ryan from Quality Control. We've identified potential issues in our product development, and I need immediate access to confidential testing data. Please share the files directly with me for a swift resolution."

