

CREATIVE DIRECTION

Time to Tell

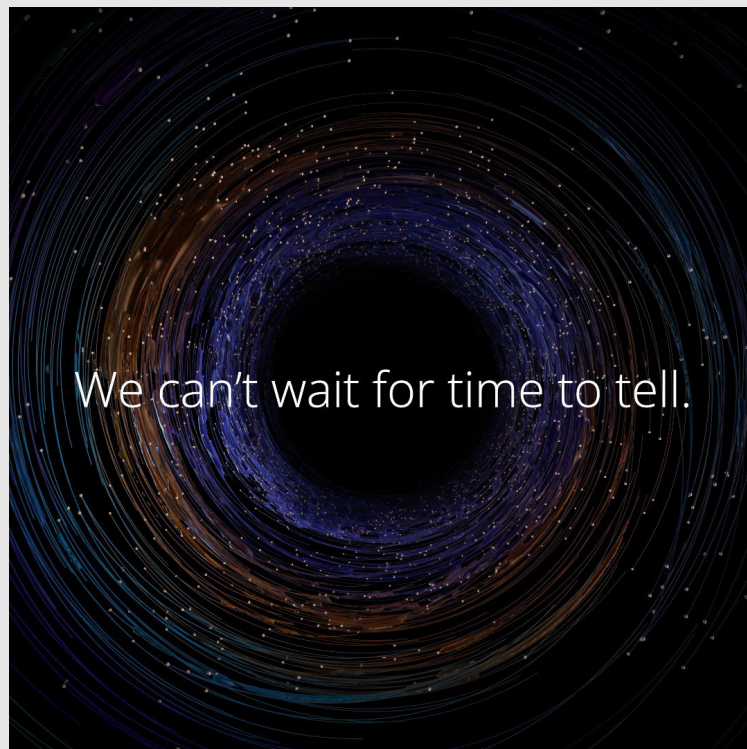
Two films about quantum computing, encryption, and the choices cybersecurity teams face.

MY ROLE

Creative Direction / McAfee Brand Team

DELIVERABLES

Films • Motion graphics • Digital experience



THE IDEA

Use two connected stories to make quantum computing and encryption understandable.

SELECTED CREDITS

Creative Direction x McAfee Brand Team /
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Creative Lead: Mel de Beer / Art Direction:
Wilkin Ho / Agency: Four Winds Creative

IN THIS PROJECT

Quantum • Secrets

CONTEXT

The sun rises and sets like clockwork, and yesterday's innovations are gone tomorrow. Except, it appears, in cybersecurity. Cyber defenses from a generation ago linger front and center, even as the coming wave of quantum computing is poised to reshape the digital world. Steve Grobman, CTO for McAfee, makes the case that our current defenses share far too many traits with legacy immunology practices. It's time to get smart. Because the way it's always been shouldn't always last. It's time to ask, can we act in time to change the future?