PhishMe, Inc.

Title: Business Email Compromise (BEC)	Written By: Beth Burghardt		
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00:00 — 01
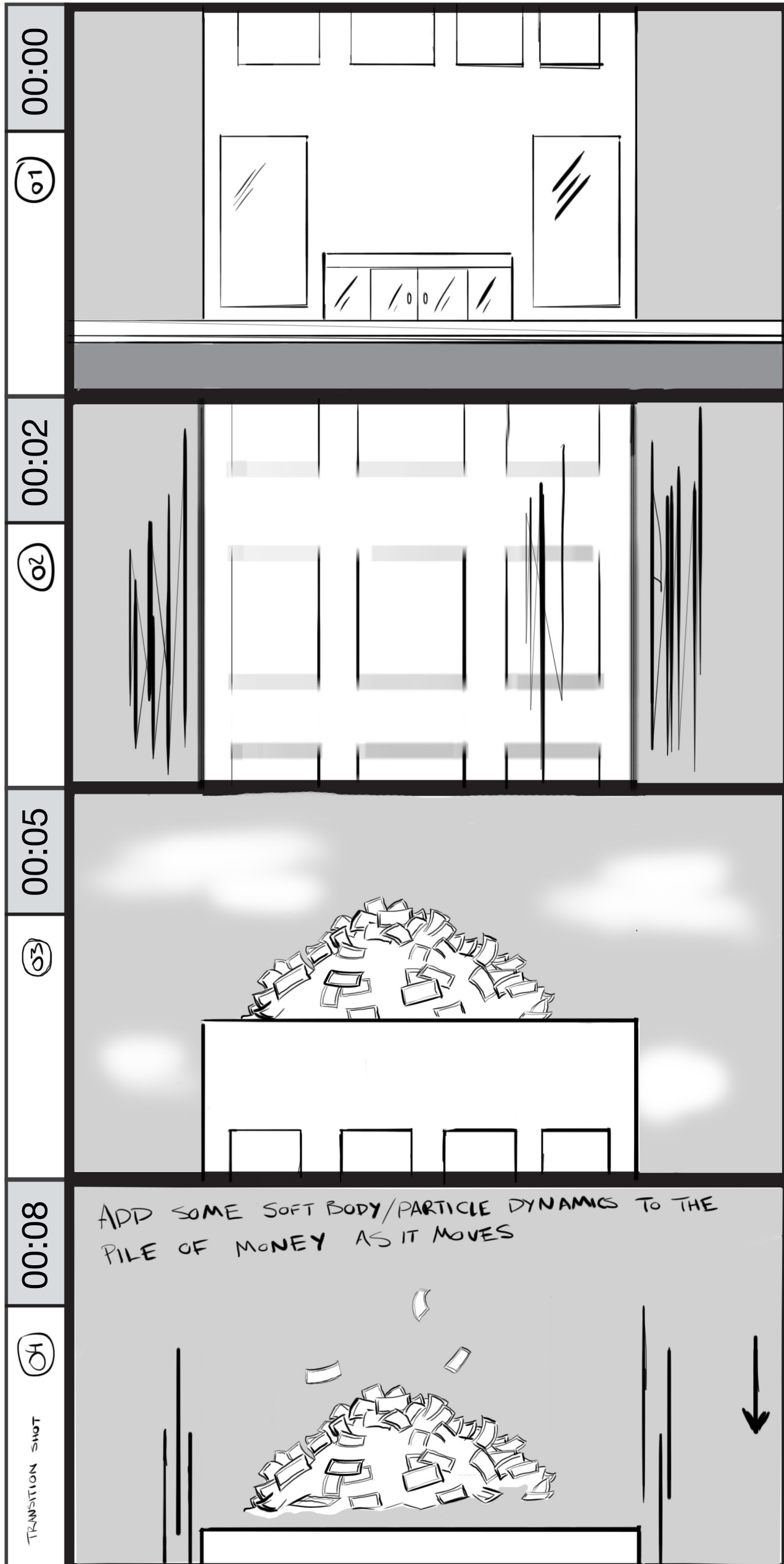
NARRATOR:
By posing as high level executives...

Day. Office building exterior. Ground floor.

00:02 — 02

NARRATOR:
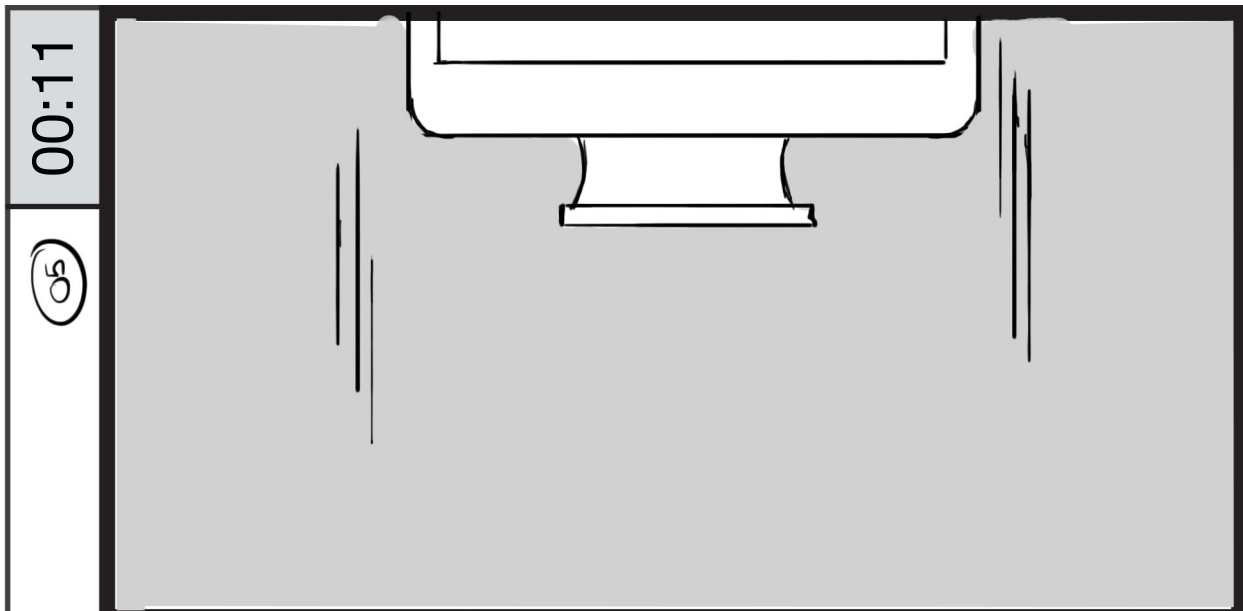attackers have stolen millions of dollars

The camera begins to pan up scaling the height of the building.

00:05 — 03

NARRATOR:
through Business Email Compromise schemes.

The camera stops at the top of the building displaying a large amount of money.

00:08 — 04

ADD SOME SOFT BODY/PARTICLE DYNAMICS TO THE PILE OF MONEY AS IT MOVES

TRANSITION SHOT

The clouds disappear. The camera pans upward as the building and money move down out of the shot.

00:11

The camera pans up revealing an empty screen monitor.

00:13

From:
To:
Subject:

NARRATOR:
BEC emails trick targets into initiating wire transfers,

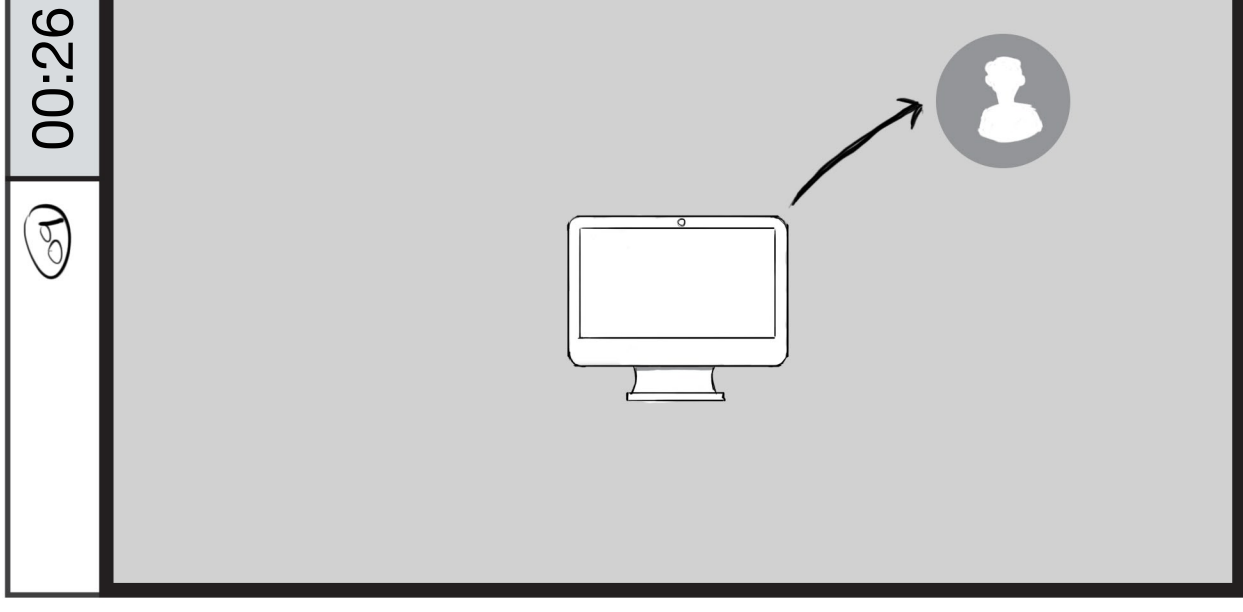The monitor lands in the middle of the shot. An email appears on screen.

00:17

From:
To:
Subject:

NARRATOR:
often by impersonating an executive, a vendor, or a supplier.

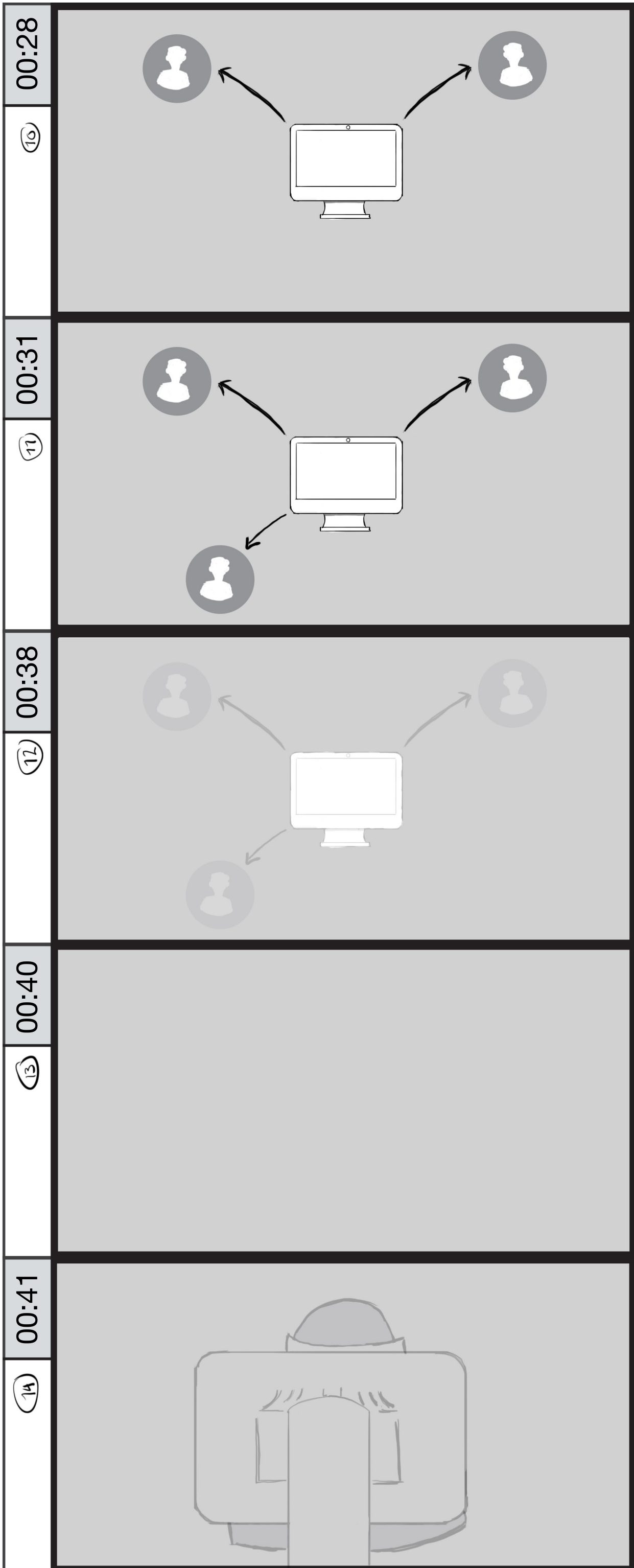**00:22**

From:
To:
Subject:

NARRATOR:
BEC emails are sent to only a few employees...

The camera bgeins to zoom out.

00:26

NARRATOR:
like financial officers and accountants

An arrow animates from the top right corner of the monitor, pointing to a user avatar.

NARRATOR:
who are authorized to initiate a wire transfer.

Another arrow animates
from the top left
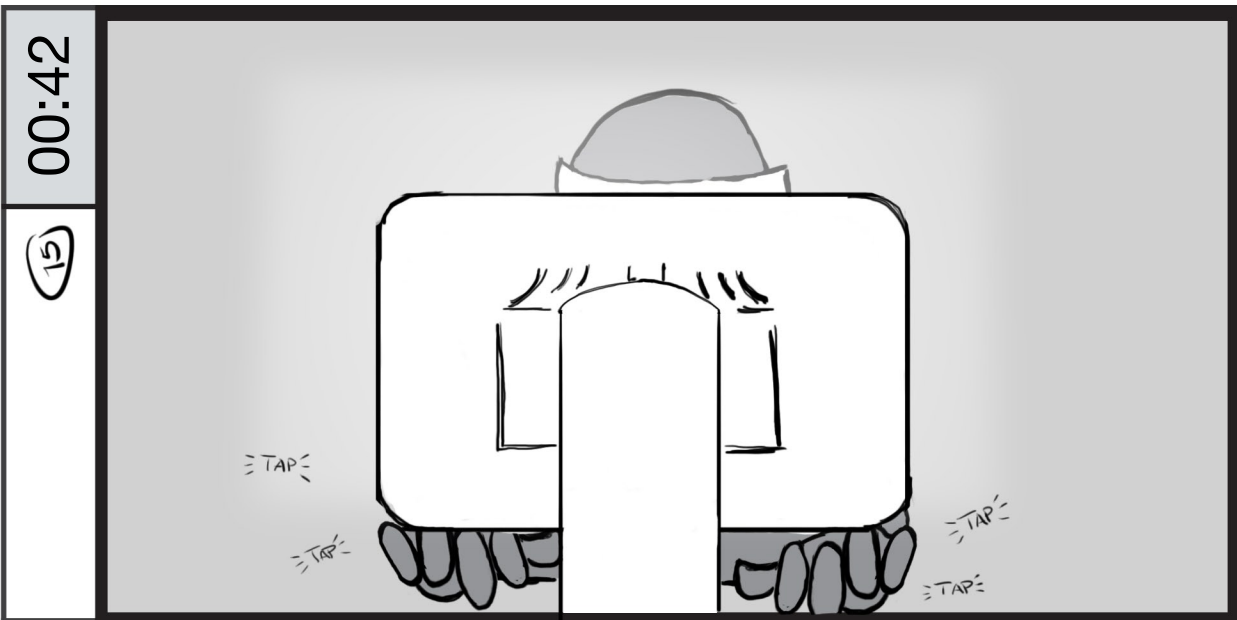corner pointing to
another similar user
avatar.

NARRATOR:
The attacker first engages in conversation to gain the target's trust, so these emails rarely include...

Another arrow animates
from the bottom left
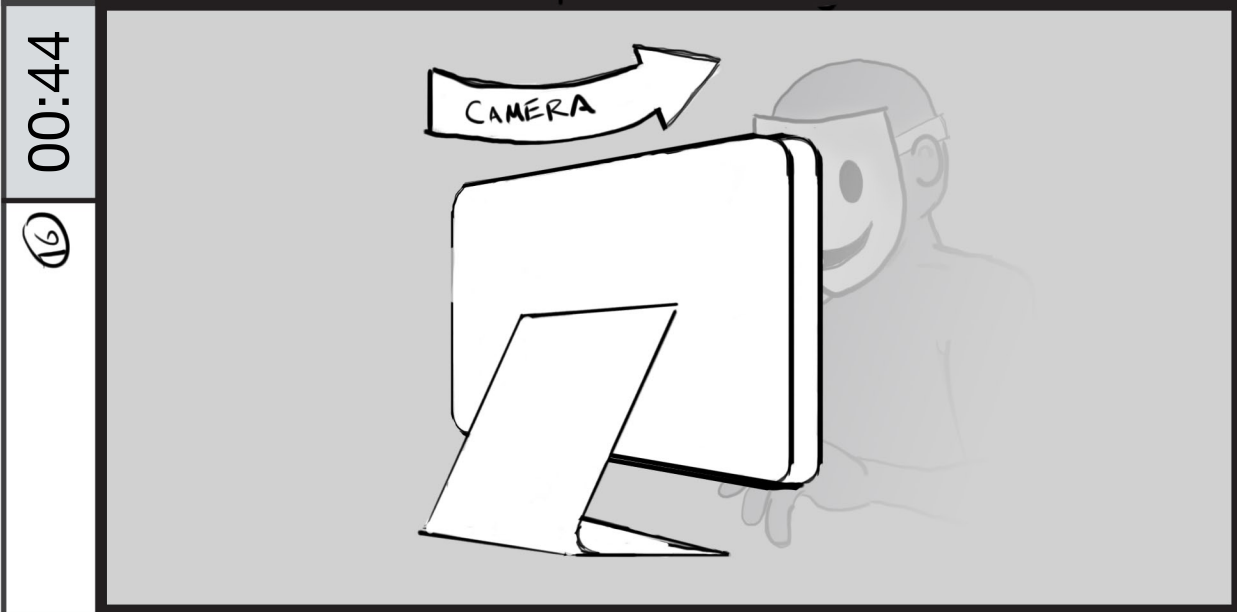corner pointing to
another similar user
avatar.

NARRATOR:
...links or attachments.

The elements in the
shot fade away.

00:28 10

00:31 11

00:38 12

00:40 13

00:41 14

00:42 (15)

NARRATOR:
BEC phishers conduct...

```
The attacker fades in
typing behind the
computer monitor.
```

00:44 (16)

NARRATOR:
research to make their email more believable.

```
The attacker fades out
of the shot before the
camera pans around the
monitor.
```
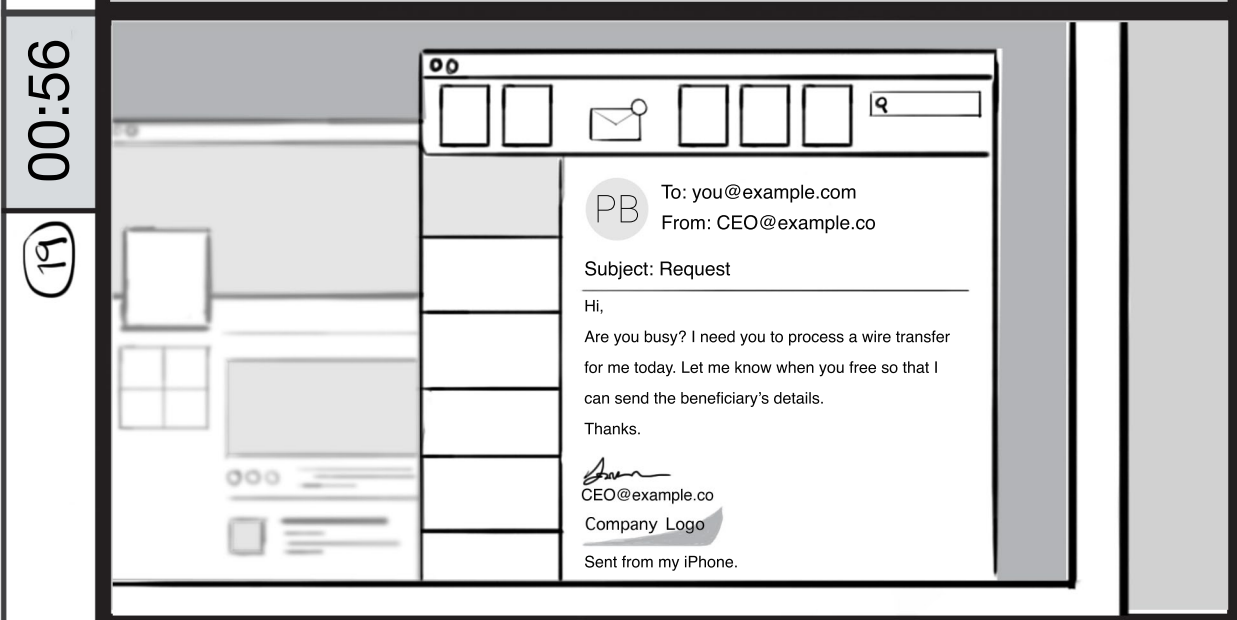
00:47 (17)

NARRATOR:
Then, they wait for the perfect opportunity, like a change in leadership or a CEO traveling overseas.

```
An email client is over
a social media account.
The email client has a
new message.
```
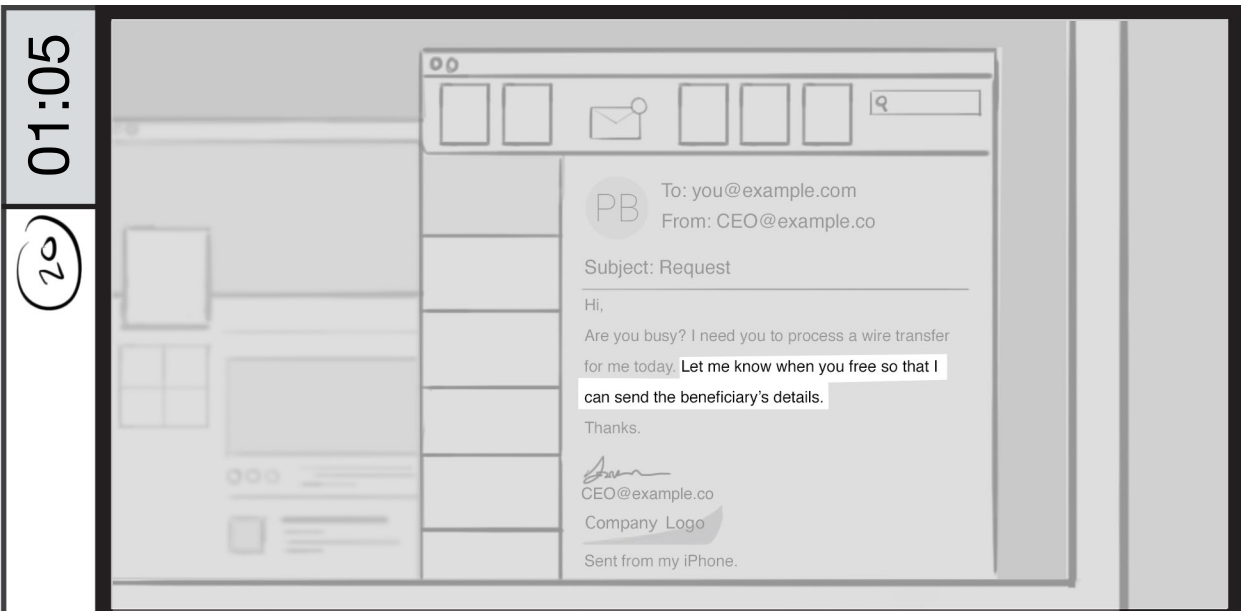
00:53 (18)

NARRATOR:
BEC emails often use spoofed

```
The camera zooms into
the screen placing
focus on the email
client.
```
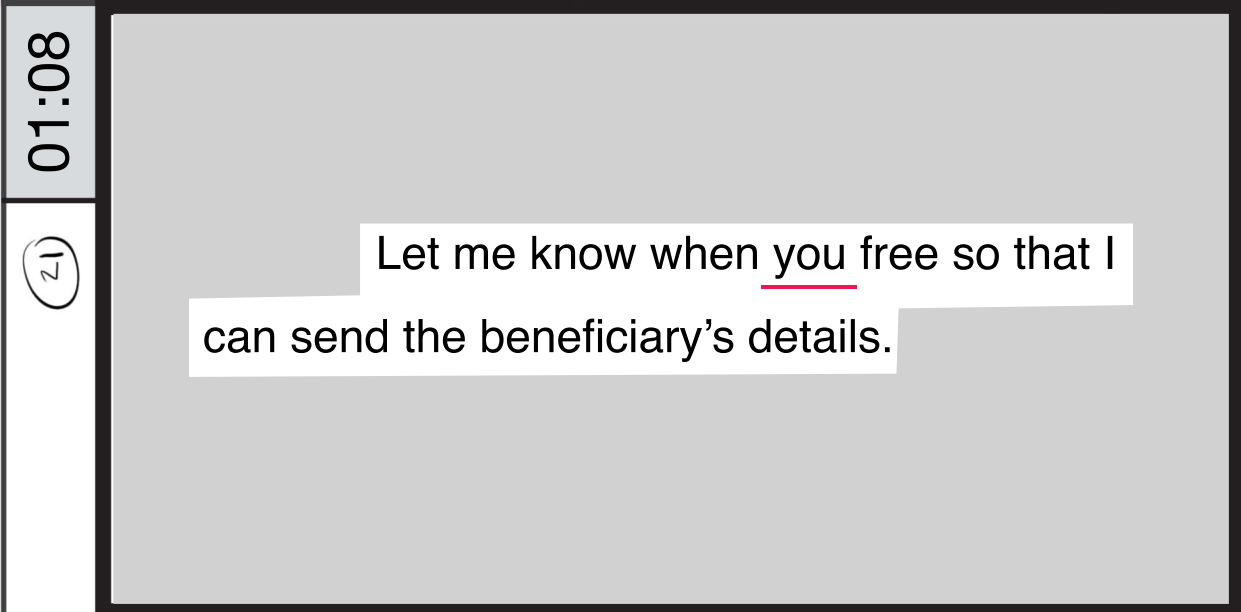
00:56 (19)

NARRATOR:
email addresses, authentic signatures, and logos to look more credible. Even if an email looks legitimate, you should still use caution.

```
The site in the
background uses depth of
field to place more
focus on the foreground.
```

To: you@example.com
From: CEO@example.co

Subject: Request

Hi,

Are you busy? I need you to process a wire transfer for me today. Let me know when you free so that I can send the beneficiary's details.

Thanks.

CEO@example.co
Company Logo

Sent from my iPhone.

01:05

19

To: you@example.com
From: CEO@example.co

PB

Subject: Request

Hi,

Are you busy? I need you to process a wire transfer for me today. Let me know when you free so that I can send the beneficiary's details.

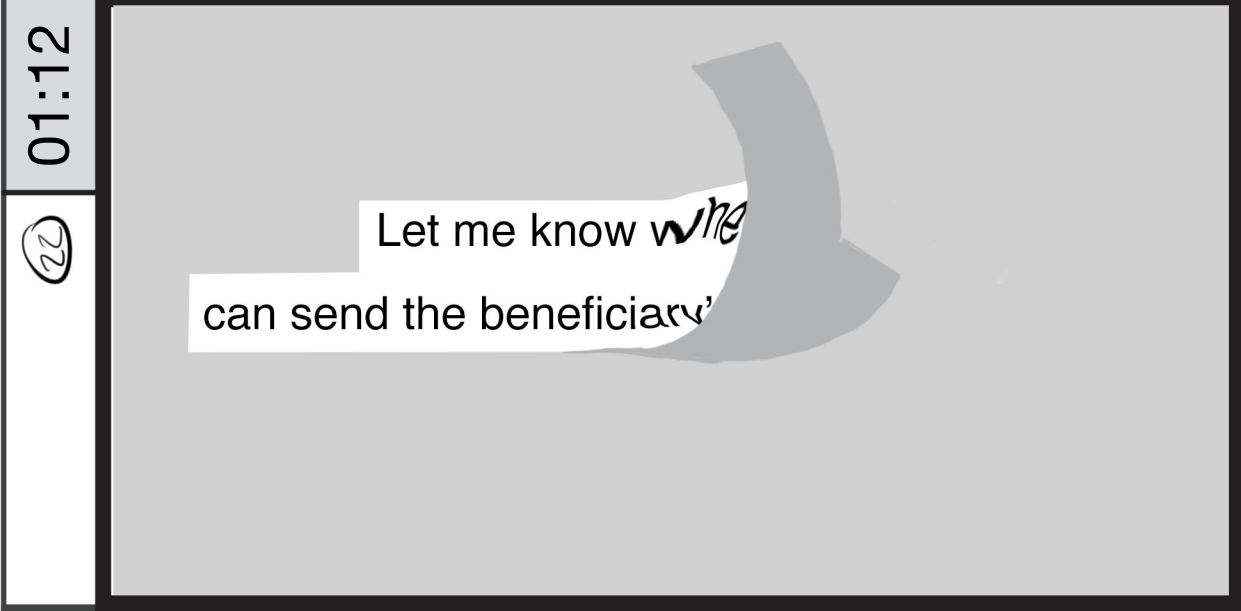Thanks.

CEO@example.co

Company Logo

Sent from my iPhone.

A sentence is highlighted by fading the rest of the elements out of the shot.

NARRATOR:
Look for unusual grammar, spelling, or punctuation errors.

01:08

20

Let me know when you free so that I can send the beneficiary's details.

The grammar mistake in the sentence is underlined in red.

01:12

21

Let me know whe

can send the beneficiary'

The highlighted piece tears away to the left like a piece of paper.

01:13

22

Let

send t

01:14

23

.com ▼   Register

.com ▼   Register
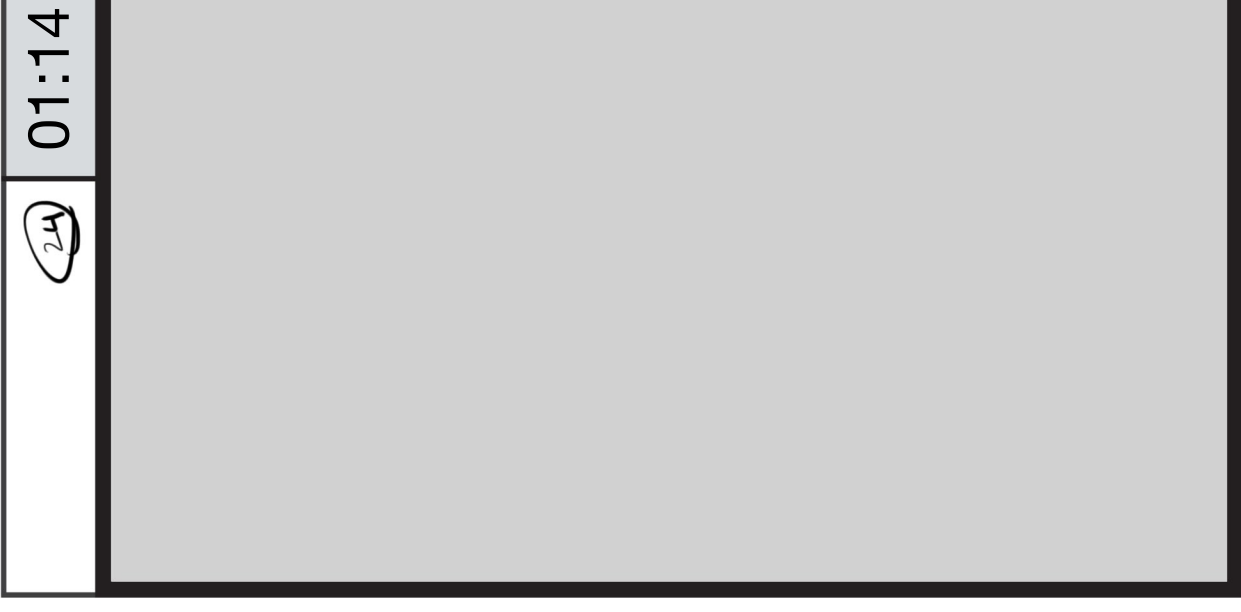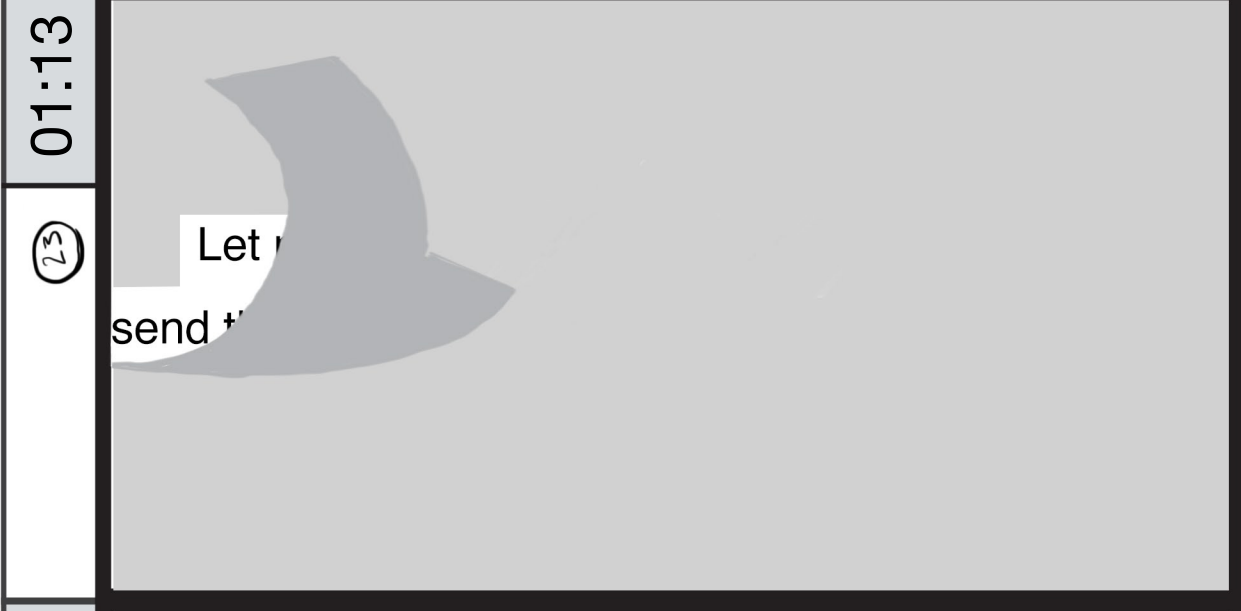
NARRATOR:
Watch out for copycat domains.

A text input fades into
the shot.

CEO@| .com ▼   Register

CEO@examp1e| .com ▼   Register

CEO@examp| .com ▼   Register

The cursor deletes back
to the "p" in the
domain name.
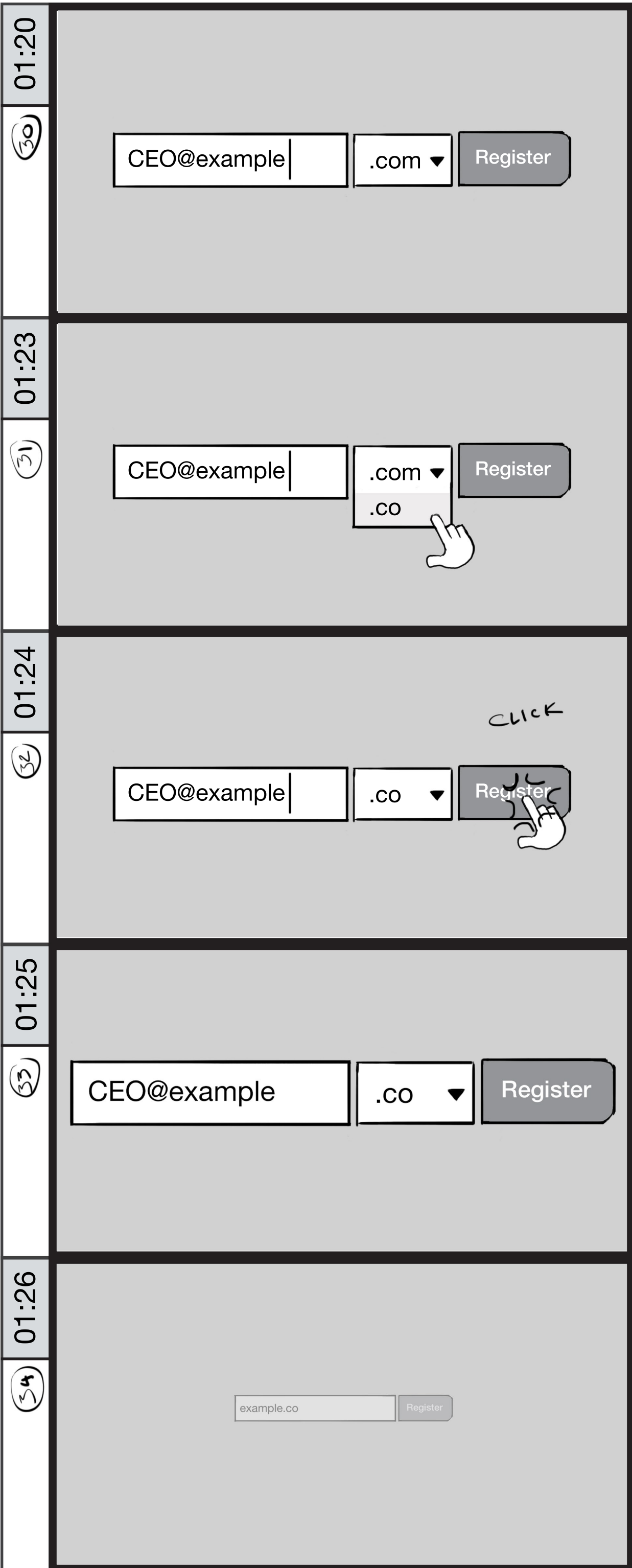
NARRATOR:
Remember, email addresses can be spoofed.

CEO@example | .com ▼ | Register

The user types in the domain shown in this panel.

01:23

CEO@example | .com ▼ | Register
.co

A pointer cursor appears from the right bottom of the shot and moves toward the "register" button.

01:24

CLICK

CEO@example | .co ▼ | Register

01:25

CEO@example | .co ▼ | Register

The entire input and button element elastically enlarges to scale down and fade out.

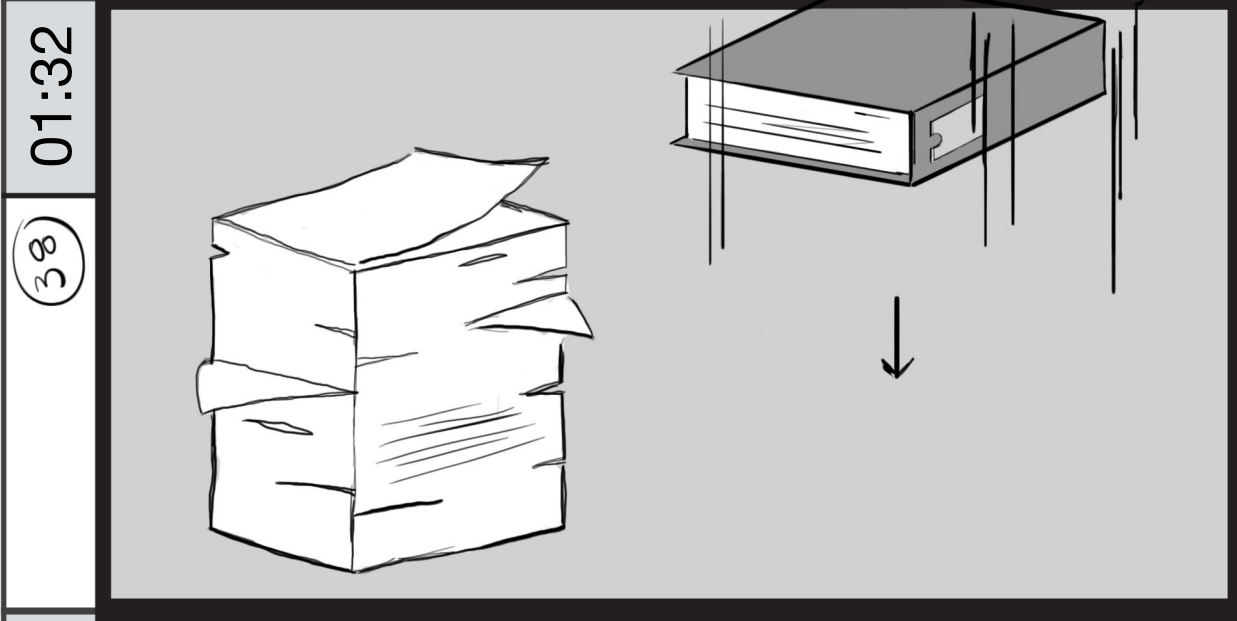Like an elastic bounce on a Z axis.

01:26

example.co | Register
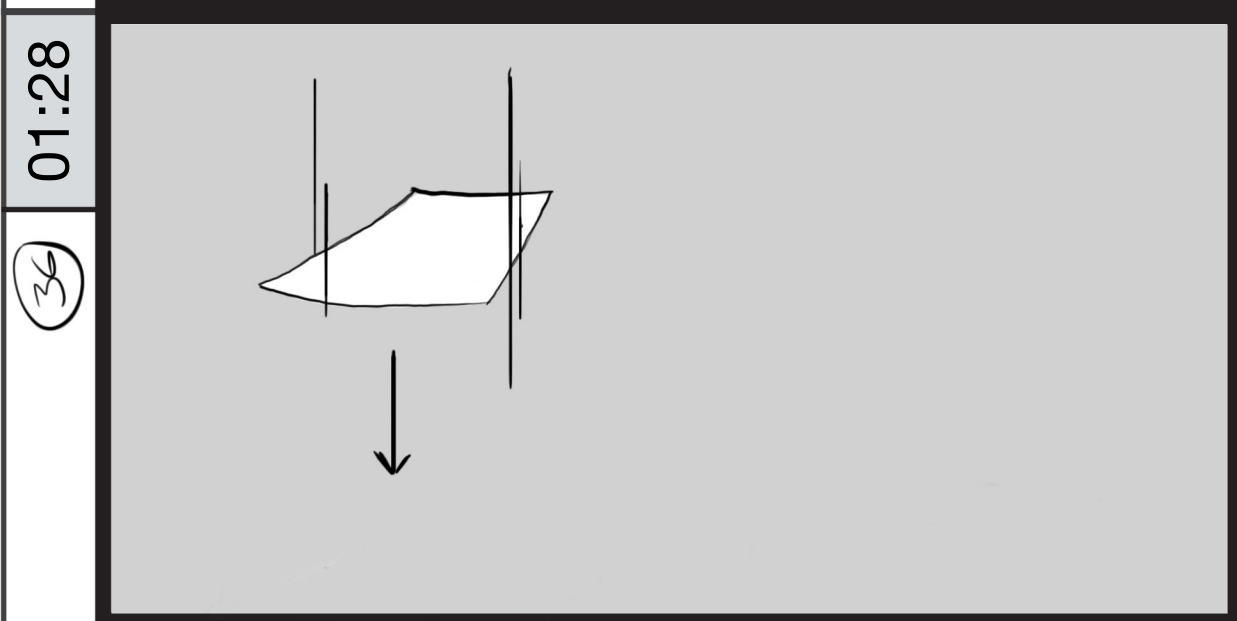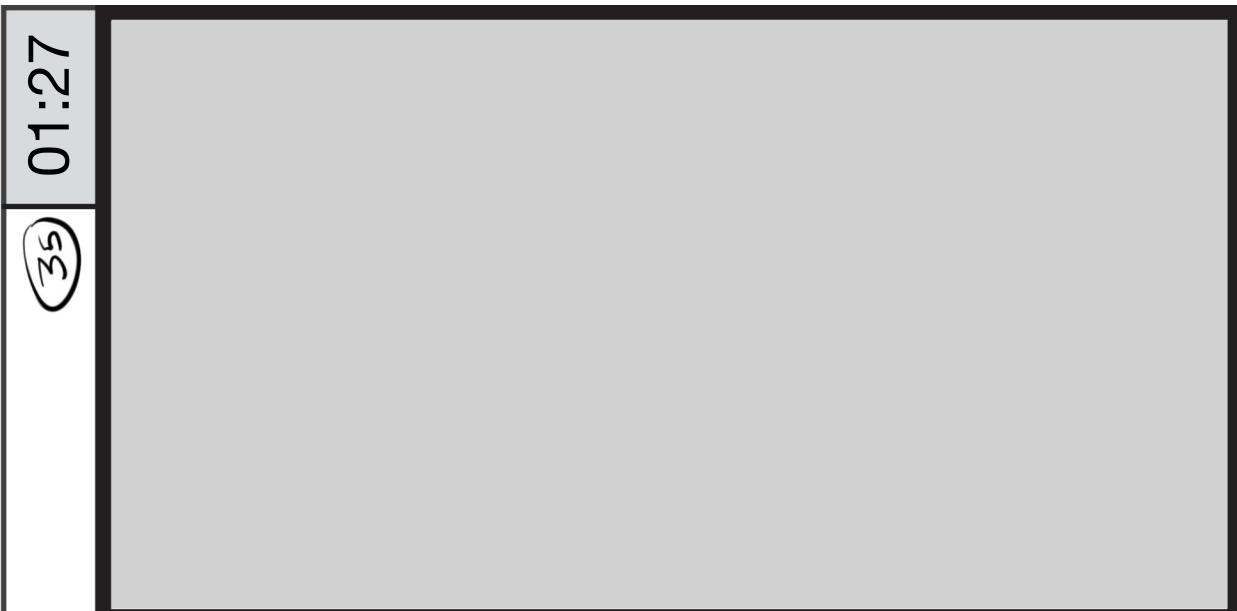
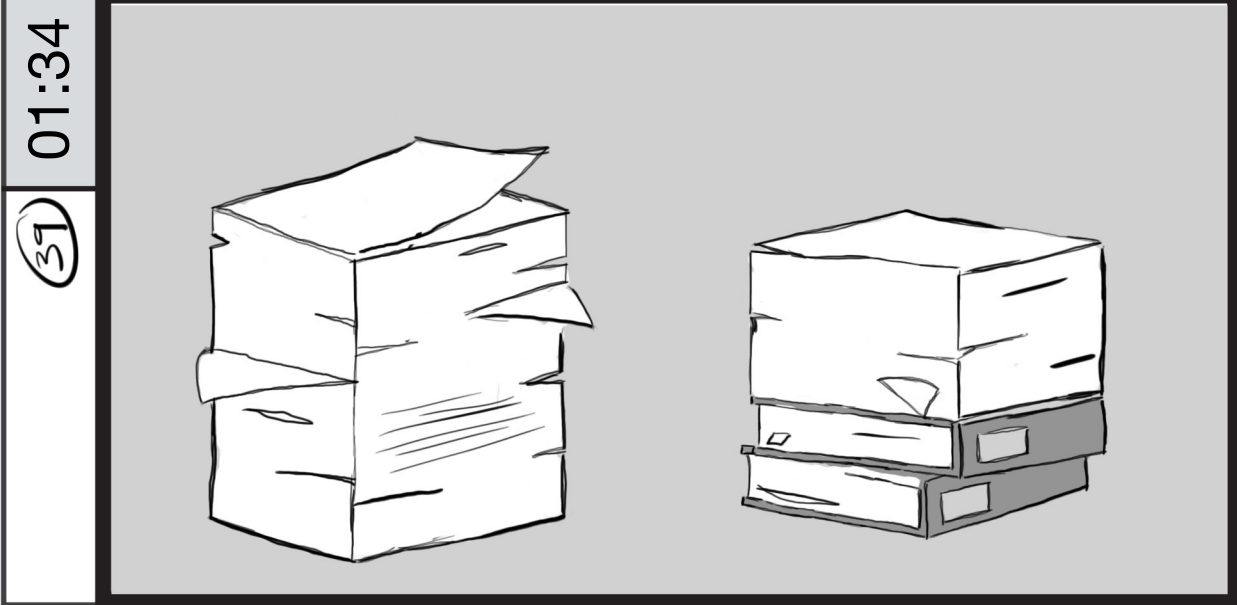Single piece of paper falls down from the top of the shot.
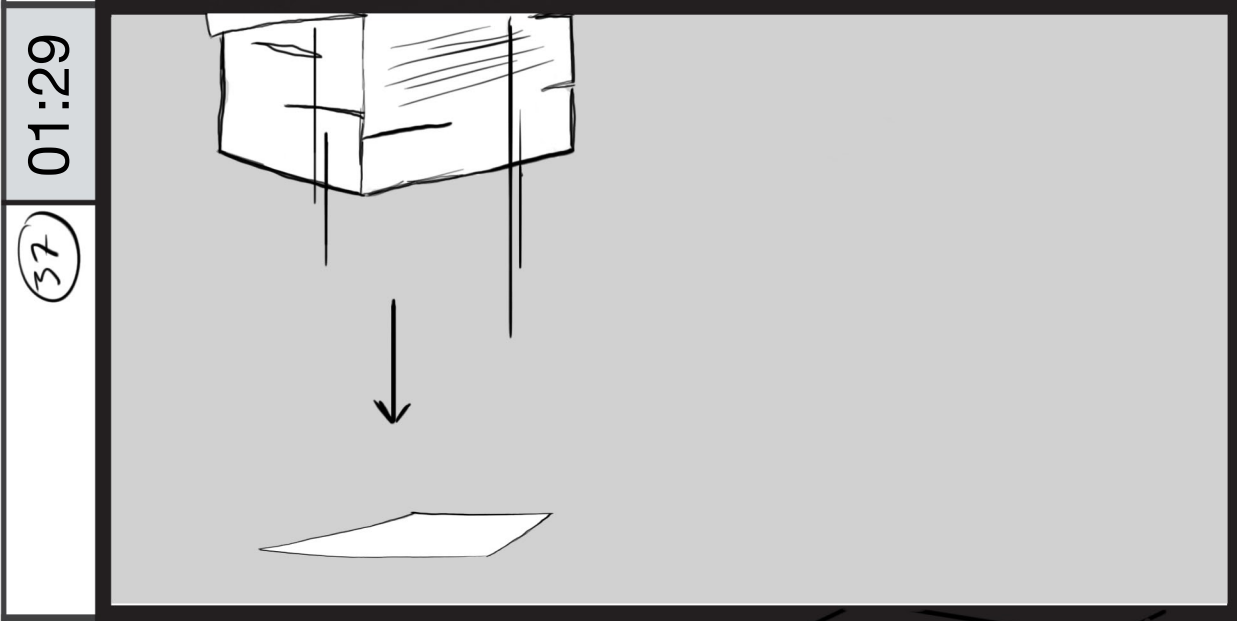
NARRATOR:
Be skeptical of urgent requests...

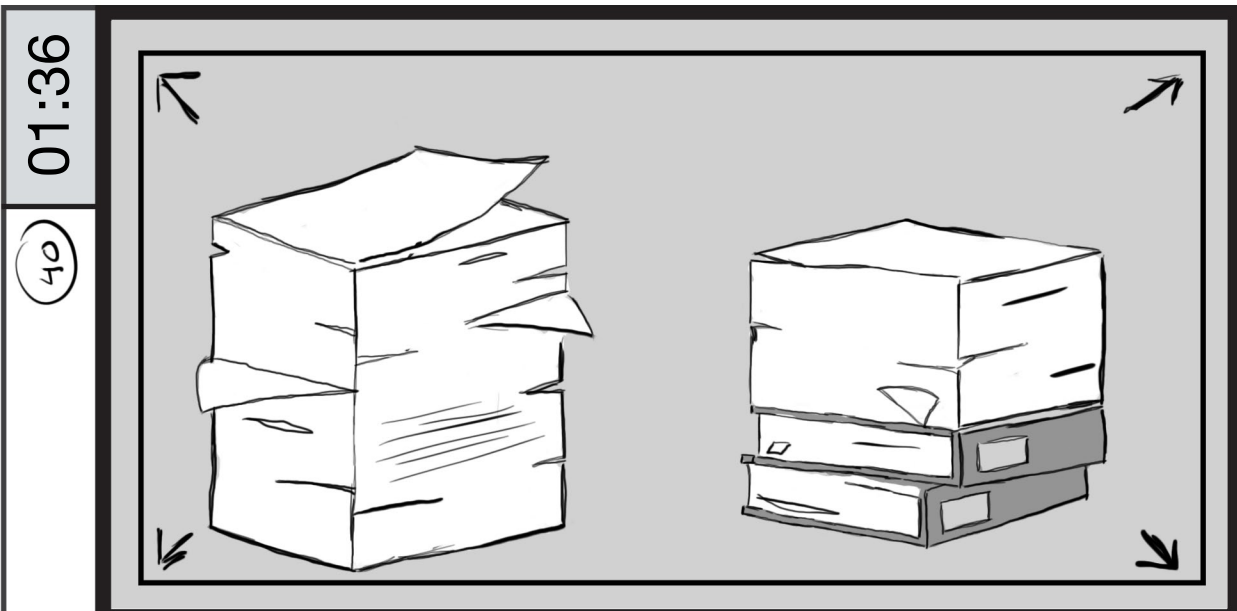A stack of papers quickly follows the previous sheet down.

NARRATOR:
that don't follow typical company policies...

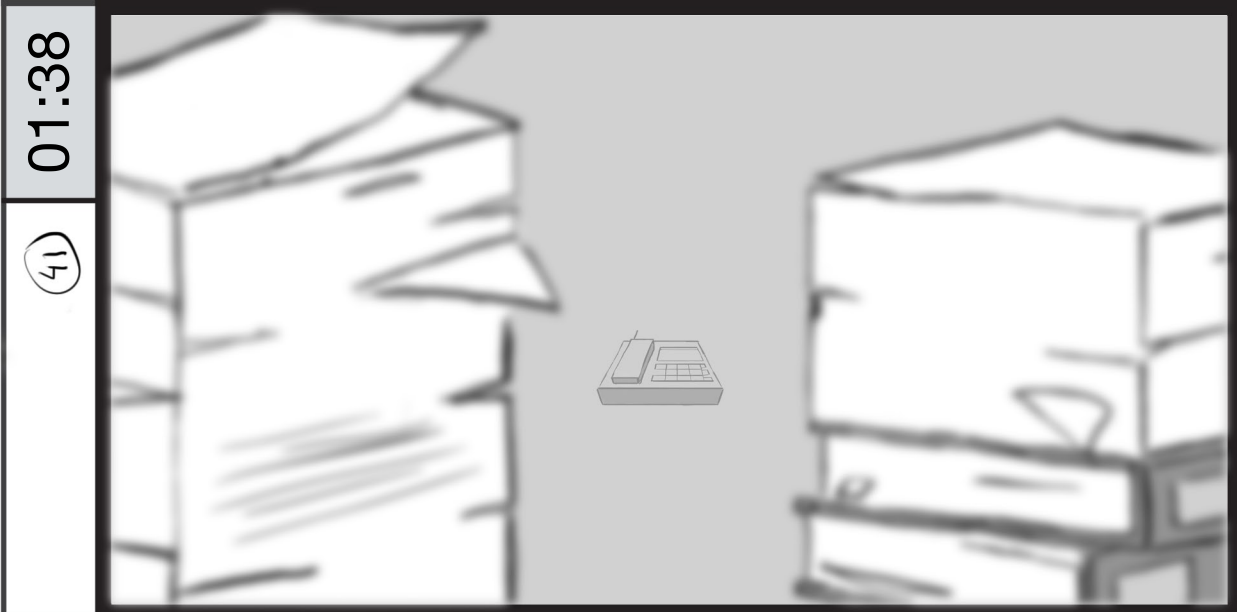A notebook falls down from the right starting a second stack.
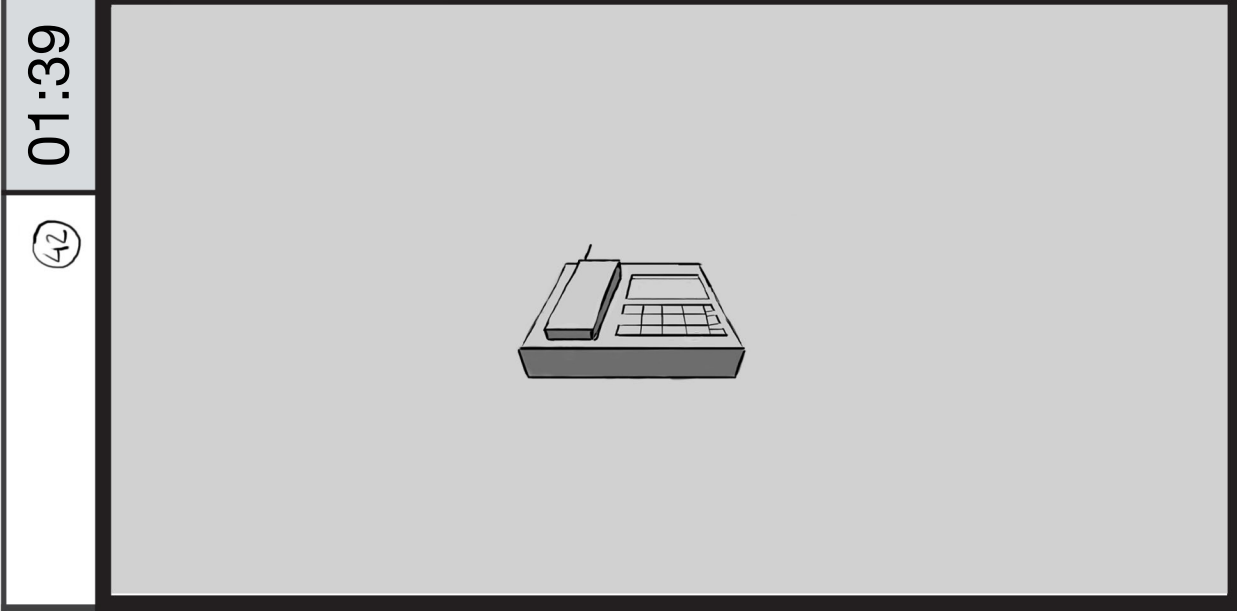
NARRATOR:
and procedures.

The two stacks form the companies policies and procedures.

01:36 40	The camera begins to zoom in between the two stacks.
01:38 41	past the two stacks using depth of field revealing a phone.
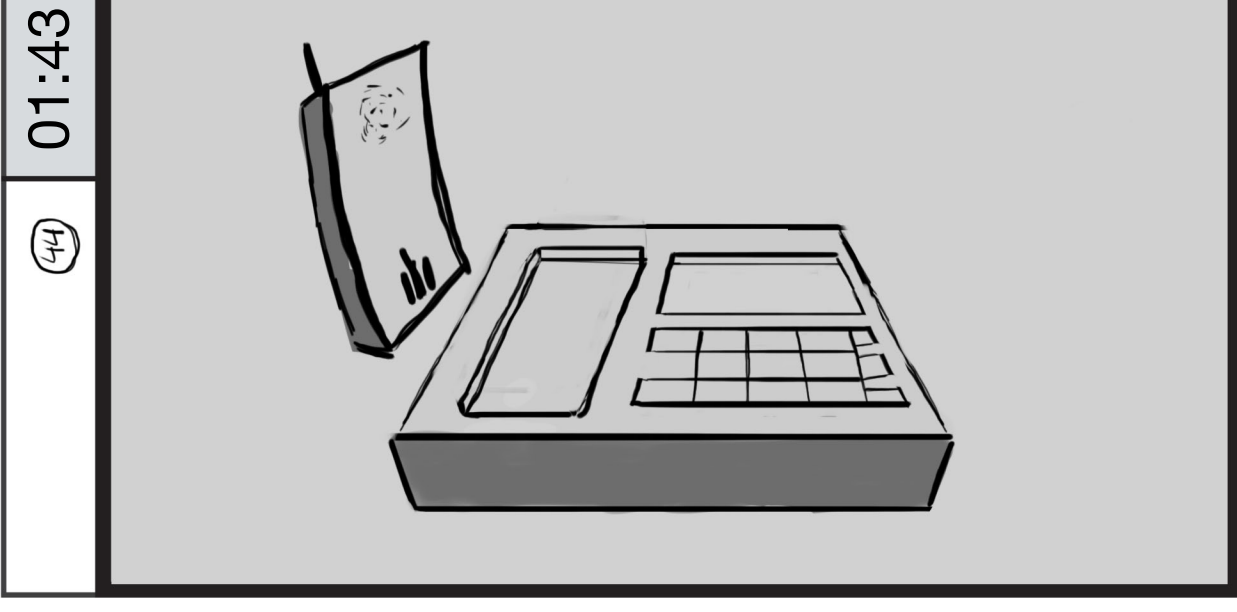
NARRATOR:
Always verify that the...
01:39 42	The zoom into the phone gets closer, putting the phone in focus.
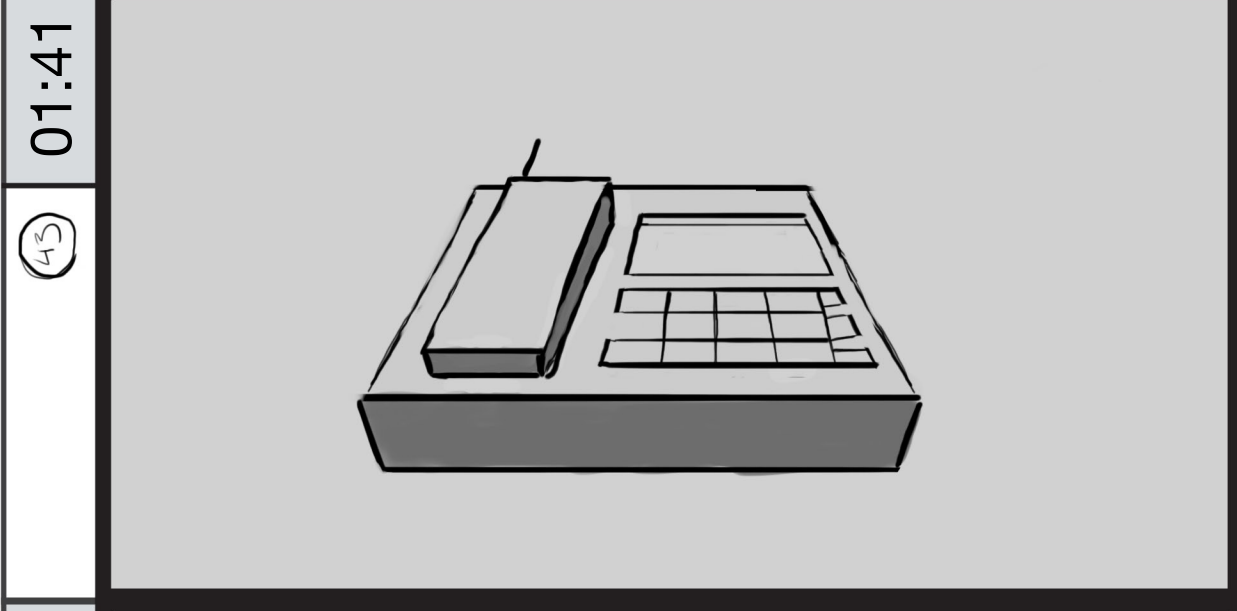
NARRATOR:
email is from the real sender with a phone call. |
| **01:41** 43 | **NARRATOR:**
If you can't confirm the request... |
| **01:43** 44 | The handset removes itself from the dock and floats in the position shown. |

01:46 ㊺
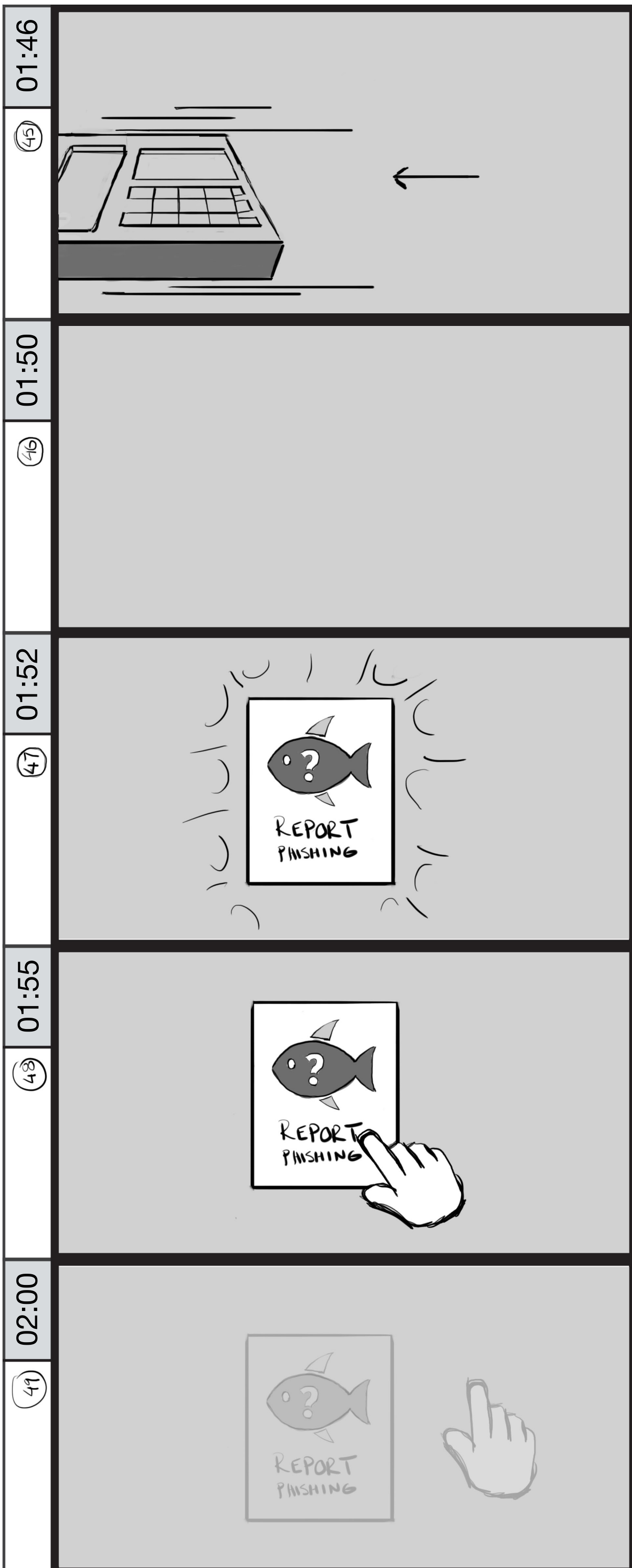
NARRATOR:
the transfer can wait - no exceptions.

The phone animates to the left out of the shot.

01:50 ㊻

NARRATOR:
If you suspect...

01:52 ㊼

NARRATOR:
you've been targeted by a BEC scam...

The Report phishing button appears on the screen.

01:55 ㊽

NARRATOR:
report it immediately to your supervisor or a department authorized to handle the situation.

A pointer cursor appears out of the left bottom corner and clicks the button.

02:00 ㊾

The pointer cursor and button both fade out of the shot.