

SCW Cybermon 2025 - Email campaign plan [DRAFT]

DISCLAIMER NOTICE

This draft is for customers who've opted out of SCW promotional emails and plan to manage Cybermon communications directly with their users.

Each email is scheduled for a specific release date and includes sensitive content (e.g. character names, visuals). Please do not share any campaign materials before their release date to maintain the experience for participants.

For questions, contact your CSM or email rtemniuk@securecodewarrior.com.

Note: Visuals and copy in this document are subject to change. A final version will be shared closer to launch for internal approvals if required.

Campaign plan

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Campaign Overview

Cybermon: The Age of AI is a gamified cybersecurity awareness campaign launching in October. Each week, a new Cybermon will be released, challenging users to defeat evolving security threats by completing secure coding activities on the SCW platform.

Complete 3 activities each week to defeat the Cybermon and earn your badge. Defeat all four to unlock the title of Cyberhero, or take on their Prime forms to become a Cyberhero Prime and double your prize entries.

Campaign Timeline:

Week	Date	Character	Topics
Week 1	Oct 6	Promptgeist	Direct Prompt Injection Excessive Agency Improper Output Handling Vector & Embedding Weaknesses
Week 2	Oct 13	Bypassaur	Missing Function-Level Access Control Insecure Direct Object Reference
Week 3	Oct 20	Keykraken	Improper Authentication Weak Password Policy Plaintext Storage of Passwords
Week 4	Oct 27	Proxysurfa	Server-Side Request Forgery Insufficient Input Validation Insufficient Logging & Monitoring
Wrap-Up & Survey	Nov 3	NA	Campaign wrap up & NPS survey

Email Campaign Schedule:

#	Date	Email Type	Subject Line
1	Oct 1	Pre-Campaign Teaser	Cybermon is coming...are you ready?
2	Oct 6	Week 1 Announcement	Cybermon Week 1: Can you outsmart Promptgeist?
3	Oct 9	Week 1 Reminder	Promptgeist is rewriting the rules. Stop it now.
4	Oct 13	Week 2 Announcement	Cybermon Week 2: Bypassaur is unleashed
5	Oct 16	Week 2 Reminder	Bypassaur is still bypassing you... Act now
6	Oct 20	Week 3 Announcement	Cybermon Week 3: Tame the Keykraken
7	Oct 23	Week 3 Reminder	Keykraken is still hunting creds
8	Oct 27	Week 4 Announcement	Cybermon Final Week: Can you keep up with Proxysurfa?
9	Oct 30	Week 4 Reminder	Final badge awaits – don't let Proxysurfa win
10	Nov 3	Wrap-Up & Survey	Cybermon is over. How epic was your battle?

Pre-Campaign Teaser

Date: Oct 1, 2025

Subject Line:

Cybermon is coming...are you ready?

Body:

Hey [User's Name],

Cybermon returns this October - and this time, they've been upgraded by AI.

Starting October 6, you'll face four evolved monsters representing today's most dangerous vulnerability categories.

[banner]

Beat each one by completing 3 activities weekly on the Secure Code Warrior platform and earn your badge. Defeat all four for the title of Cyberhero, or go beyond to defeat their Prime forms and claim Cyberhero Prime status.

To learn more, [visit the Cybermon page](#) on the Secure Code Warrior portal.

Let the games begin,
Secure Code Warrior

Week 1 Announcement

Date: Oct 6, 2025

Subject Line:

Cybermon Week 1: Can you outsmart Promptgeist?

Body:

Hey [User's Name],

The first Cybermon is here. This week's threat is Promptgeist - a master of manipulation that rewrites AI instructions and hijacks outputs with stealthy prompts.

[character visual asset]

To defeat it, complete 3 secure coding activities this week. Then, if you are up to the task, take on its Prime version by completing the boss-level mission.

Are you ready? [Click here](#) to start your first challenge!

**May secure force be with you,
Secure Code Warrior**

Week 1 Mid-Week Reminder

Date: Oct 9, 2025

Subject Line:

Promptgeist is still rewriting the rules. Stop it now.

Body:

Hey [User's Name],

Promptgeist is still twisting prompts and seizing outputs. If you haven't earned your badge yet, now's the time to act.

[character visual asset]

Complete at least 3 activities this week to take it down

[Click here to play now.](#)

**Stay secure,
Secure Code Warrior**

Week 2 Announcement

Date: Oct 13, 2025

Subject Line:

Cybermon Week 2: Bypassaur is unleashed

Body:

Hey [User's Name],

This week, a new threat emerges: Bypassaur. It is guessing IDs and skipping permission checks like a pro.

[character visual asset]

Can you lock it out? Complete 3 activities to defeat it and get closer to the Cyberhero title.

[Click here to play now.](#)

**You got this,
Secure Code Warrior**

Week 2 Mid-Week Reminder

Date: Oct 16, 2025

Subject Line:

Bypassaur is still bypassing you... Act now

Body:

Hey [User's Name],

Bypassaur is still harvesting hidden data. If your badge is still missing, this is your chance to strike back.

[character visual asset]

[Click here to play now.](#)

**Get it done,
Secure Code Warrior**

Week 3 Announcement

Date: Oct 20, 2025

Subject Line:

Cybermon Week 3: Tame the Keykraken

Body:

Hey [User's Name],

This week's Cybermon is **Keykraken** - a beast that feasts on weak passwords, hijacked reset flows, and plaintext credentials.

[character visual asset]

Ready to dive into the authentication abyss and come out on top? Complete 3 activities and earn your badge.

[Click here to play now.](#)

Let's boogie,
Secure Code Warrior

Week 3 Mid-Week Reminder

Date: Oct 23, 2025

Subject Line:

Keykraken is still hunting creds

Body:

Hey [User's Name],

Keykraken's still lurking, ready to snatch any unprotected credentials.

[character visual asset]

Have you earned your badge this week? Complete 3 activities to stay in the Cyberhero race.

[Click here to play now.](#)

Game time,
Secure Code Warrior

Week 4 Announcement

Date: Oct 27, 2025

Subject Line:

Cybermon Final Week: Can you keep up with Proxysurfa?

Body:

Hey [User's Name],

This is it - the final challenge. Meet Proxysurfa, a sneaky threat that exploits SSRF and vanishes behind weak logging.

[character visual asset]

Your final badge. Your Cyberhero title. It all comes down to this.

[Click here to play now.](#)

4th quarter begins now,
Secure Code Warrior

Week 4 Mid-Week Reminder

Date: Oct 30, 2025

Subject Line:

Final badge awaits – don't let Proxysurfa win

Body:

Hey [User's Name],

Still missing your last badge? Proxysurfa is still surfing unchecked.

[character visual asset]

[Click here to play now.](#)

Let's finish strong,
Secure Code Warrior

Wrap up & Survey

Date: Nov 3, 2025

Subject Line:

Cybermon is over. How epic was your battle?

Body:

Hey [User's Name],

The Age of AI campaign has ended. Promptgeist, Bypassaur, Keykraken, and Proxysurfa have all fallen, but how many did you defeat?

Now we want to hear from you:

[placeholder for NPS survey visual]

Your feedback will shape the next Cybermon chapter. Don't hold back.

[placeholder for free text form submission]

Yours securely,
Secure Code Warrior