# WhatsApp launches biggest global campaign to reinforce privacy promise with new features



Meta's messaging platform WhatsApp has made a significant stride in reinforcing user trust with the launch of its largest global campaign to date, titled “Not even WhatsApp.” Designed to highlight the platform’s commitment to privacy through end-to-end encryption, the campaign serves as a reminder that not even WhatsApp can access users' private conversations. This initiative arrives amidst rising concerns surrounding data security and privacy in the digital age, where transparency has become paramount.

The campaign officially rolled out this week, featuring a 60-second television advertisement directed by acclaimed Australian filmmaker Mark Molloy. The ad, which was filmed in both Mexico City and Sydney, adopts a unique narrative approach by flipping the perspective onto WhatsApp itself. Viewers witness the interactions of users, such as casual chats, voice notes, and late-night confessions, all while the content of these exchanges remains securely obscured. The underlying message is clear: even the most intimate conversations are shielded from outside scrutiny.

Developed in collaboration with WEST BBDO, the campaign is set to permeate various media platforms, including television, online videos, and digital and audio spaces, across diverse markets such as the US, UK, Brazil, Mexico, and India. Notably, regional adaptations further enhance cultural resonance, as seen in the Indian version featuring Bollywood star Aamir Khan voicing the advert in Hindi and English.

In conjunction with the campaign, WhatsApp has introduced a new privacy feature named 'advanced chat privacy', which grants users greater autonomy over their online visibility in both one-on-one and group conversations. This feature is part of a broader suite of privacy tools, including a 'privacy checkup' that provides step-by-step guidance for users to tailor their security settings.

Vivian Odior, WhatsApp's head of marketing, articulated the campaign's ethos, stating, "WhatsApp is the next best thing to an in-person conversation. This campaign brings to life our privacy promise that no one, not even WhatsApp, can see or hear your personal messages…" Such assurances are especially crucial as surveys from Ipsos underscore heightened apprehensions regarding digital privacy. For instance, in Asia, about 70% of consumers express significant concern over how companies manage their data, particularly in the Philippines, Thailand, and Singapore.

The urgency for privacy has become especially pronounced amid ongoing discussions around data practices. While brands increasingly pursue personalisation strategies to attract consumers, the imperative remains to uphold privacy. This balancing act is made more complex by cases in the industry, such as Google’s recent postponement of its highly anticipated elimination of third-party cookies in Chrome. The company cited challenges linked to regulatory compliance, raising questions about industry readiness to adapt to shifting consumer expectations.

Moreover, security experts advocate for a privacy-centric approach in advertising strategies, as brands must navigate evolving landscapes while ensuring accountability and fostering user trust. Future-forward brands are encouraged to implement and communicate robust privacy measures that align with these expectations.

WhatsApp’s campaign and recent feature enhancements underscore a pivotal moment in the digital communication landscape, where user data protection is now at the forefront. As the platform continues to assert its encryption-first approach amid growing scrutiny, it aims to remind users that in a world rife with concerns about data privacy, their most personal conversations remain safe, sound, and private.

**Reference Map:**- Paragraph 1: [[1]](https://www.marketing-interactive.com/whatsapps-biggest-global-campaign-proves-your-messages-are-truly-private), [[2]](https://www.marketing-interactive.com/whatsapps-biggest-global-campaign-proves-your-messages-are-truly-private)- Paragraph 2: [[1]](https://www.marketing-interactive.com/whatsapps-biggest-global-campaign-proves-your-messages-are-truly-private), [[2]](https://www.marketing-interactive.com/whatsapps-biggest-global-campaign-proves-your-messages-are-truly-private)- Paragraph 3: [[1]](https://www.marketing-interactive.com/whatsapps-biggest-global-campaign-proves-your-messages-are-truly-private), [[2]](https://www.marketing-interactive.com/whatsapps-biggest-global-campaign-proves-your-messages-are-truly-private)- Paragraph 4: [[2]](https://www.marketing-interactive.com/whatsapps-biggest-global-campaign-proves-your-messages-are-truly-private), [[3]](https://about.fb.com/news/2022/08/new-privacy-features-on-whatsapp), [[4]](https://about.fb.com/news/2021/10/end-to-end-encrypted-backups-on-whatsapp)- Paragraph 5: [[1]](https://www.marketing-interactive.com/whatsapps-biggest-global-campaign-proves-your-messages-are-truly-private), [[6]](https://www.indiatoday.in/technology/features/story/explained-in-5-points-whatsapp-chats-are-end-to-end-encrypted-what-does-it-mean-2001624-2022-09-18)- Paragraph 6: [[1]](https://www.marketing-interactive.com/whatsapps-biggest-global-campaign-proves-your-messages-are-truly-private), [[2]](https://www.marketing-interactive.com/whatsapps-biggest-global-campaign-proves-your-messages-are-truly-private), [[3]](https://about.fb.com/news/2022/08/new-privacy-features-on-whatsapp), [[6]](https://www.indiatoday.in/technology/features/story/explained-in-5-points-whatsapp-chats-are-end-to-end-encrypted-what-does-it-mean-2001624-2022-09-18)- Paragraph 7: [[1]](https://www.marketing-interactive.com/whatsapps-biggest-global-campaign-proves-your-messages-are-truly-private), [[2]](https://www.marketing-interactive.com/whatsapps-biggest-global-campaign-proves-your-messages-are-truly-private), [[5]](https://www.macrumors.com/2016/04/06/whatsapp-implements-full-end-to-end-encryption)- Paragraph 8: [[3]](https://about.fb.com/news/2022/08/new-privacy-features-on-whatsapp), [[4]](https://about.fb.com/news/2021/10/end-to-end-encrypted-backups-on-whatsapp), [[5]](https://www.macrumors.com/2016/04/06/whatsapp-implements-full-end-to-end-encryption)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.marketing-interactive.com/whatsapps-biggest-global-campaign-proves-your-messages-are-truly-private> - Please view link - unable to able to access data
2. <https://www.marketing-interactive.com/whatsapps-biggest-global-campaign-proves-your-messages-are-truly-private> - WhatsApp has launched its largest global campaign titled 'Not even WhatsApp', emphasizing the platform's end-to-end encryption. The campaign features a 60-second TV ad directed by Mark Molloy, shot in Mexico City and Sydney, highlighting that WhatsApp cannot access users' personal messages. Developed with WEST BBDO, the campaign will run across multiple countries and platforms, including TV, online video, digital, out-of-home, and audio. This initiative follows the introduction of 'advanced chat privacy' and 'privacy checkup' features, reinforcing WhatsApp's commitment to user privacy.
3. <https://about.fb.com/news/2022/08/new-privacy-features-on-whatsapp> - WhatsApp introduced three new privacy features to enhance user control and protection. Users can now leave group chats without notifying others, choose who can see their online status, and prevent screenshots on 'View Once' messages. These additions complement existing features like end-to-end encryption, disappearing messages, and two-step verification, aiming to provide users with more control over their privacy and security on the platform.
4. <https://about.fb.com/news/2021/10/end-to-end-encrypted-backups-on-whatsapp> - WhatsApp announced the rollout of end-to-end encrypted backups, allowing users to secure their chat backups stored on Google Drive or iCloud. This feature ensures that only the user can access their backups, enhancing privacy by preventing unauthorized access, including by WhatsApp itself. Users can protect their backups with a password or a 64-digit encryption key, providing an additional layer of security for their messages, media, and voice notes.
5. <https://www.macrumors.com/2016/04/06/whatsapp-implements-full-end-to-end-encryption> - WhatsApp has implemented full end-to-end encryption for all forms of communication within the app, including messages, photos, videos, and calls. This means that only the sender and recipient can read or listen to the content, ensuring that no one else, not even WhatsApp, has access to the communications. The encryption is based on the Signal Protocol, providing robust security for user interactions on the platform.
6. <https://www.indiatoday.in/technology/features/story/explained-in-5-points-whatsapp-chats-are-end-to-end-encrypted-what-does-it-mean-2001624-2022-09-18> - WhatsApp's end-to-end encryption ensures that only the sender and recipient can read messages, with no access granted to WhatsApp or its parent company, Meta. This feature secures messages, photos, videos, voice messages, documents, status updates, and calls exchanged on the platform, preventing unauthorized access. The encryption is automatically enabled for all accounts, providing users with enhanced privacy and security for their communications.
7. <https://timesofindia.indiatimes.com/gadgets-news/world-privacy-day-6-safety-features-in-whatsapp-you-must-use/articleshow/97380834.cms> - WhatsApp offers several safety features to enhance user privacy, including control over online presence, disappearing messages, and two-step verification. Users can manage who sees their online status, set messages to disappear after a specified time, and enable two-step verification for added security. These features aim to provide users with more control over their privacy and protect against unwanted interactions on the platform.