



Keeper Security Launches New Ad Campaign Starring F1 Driver Carlos Sainz

Cybersecurity takes centre stage in a two-part commercial series and social media videos featuring the Atlassian Williams Racing Driver

LONDON, UNITED KINGDOM, May 13, 2025 /EINPresswire.com/ -- Keeper Security, the leading cybersecurity provider of zero-trust and zero-knowledge Privileged Access Management (PAM) software protecting passwords, passkeys, privileged accounts, secrets and remote connections, has announced a dynamic new advertising campaign featuring [Atlassian Williams Racing](#) Formula 1 driver Carlos Sainz. The multi-part campaign, launching today, highlights the importance of Keeper's cybersecurity solutions to protect sensitive information and digital assets.

As the Official Cybersecurity Partner of Atlassian Williams Racing, Keeper developed this campaign to raise cybersecurity awareness and showcase its products for consumers and organisations of all sizes, including the historic Formula 1 racing team itself. The campaign includes two television commercials as well as two social media videos. The first commercial, Driving Cybersecurity, will premiere on YouTube on 13th May, followed by Deepfake Carlos on 27th May and social media videos on 20th May and 3rd June.

Driving Cybersecurity

In this cinematic spot, Sainz highlights the importance of privileged access management in cybersecurity, drawing parallels between the precision of an F1 team and the seamless protection offered by a modern, cloud-first security solution. Set against the backdrop of the Bahrain International Circuit, the video features stunning shots of Sainz, the Atlassian Williams pit crew and the meticulous coordination that drives both racing and cybersecurity success. The video emphasises the need for businesses to protect their most critical systems, data and accounts – just as a racing team protects its engineering, strategy and sensitive data.

Deepfake Carlos

This commercial follows Sainz as he trains in the gym, only to encounter eerily accurate AI-generated versions of himself during the training session. As the real Carlos and AI-generated deepfake go head-to-head in training exercises, even his trainers struggle to tell them apart. The video underscores the growing threat of AI-driven cybercrime and how both individuals and

organisations can protect themselves from digital deception through proactive cybersecurity practices and solutions such as Keeper's password manager and PAM platform.

Carlos vs. Carlos

This playful social media spot features F1 driver Carlos Sainz and IT professional Carlos Sein. While Sainz races on the track, Sein keeps his company's IT infrastructure running smoothly. Both rely on Keeper to protect what matters most, emphasising that cybersecurity is crucial for everyone and in every industry. The video highlights the growing need for individuals and businesses to adopt strong cybersecurity habits and the right protective solutions.

What's In My Bag

Designed for social media, this playful behind-the-scenes video gives fans a look inside Sainz's daily essentials, with a few hilarious surprises along the way. The segment reinforces that just as Sainz prepares for any sport, meal, daily activity or race, individuals and businesses must be equipped with the right cybersecurity tools to stay protected in an increasingly digital world.

Atlassian Williams Racing and Keeper Security

"Cybersecurity and Formula 1 racing share common fundamentals – both require precision, teamwork and preparation to achieve success," said Darren Guccione, CEO and Co-founder, Keeper Security. "Through this campaign, Carlos Sainz's career success and gravitating personality help him connect with fans to emphasise the importance of proactive cybersecurity protection. By showcasing real-world threats like ransomware and deepfakes, we help people and business stakeholders understand why cybersecurity protection is critical."

The video series launches ahead of the Emilia-Romagna Grand Prix on May 16, fueling excitement for the race. Fans can join the [YouTube Premiere](#) of Driving Cybersecurity at 2PM BST on 13th May. The other videos will be debuted on Keeper Security's social media channels in the weeks to come.

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NOTE TO EDITORS: Click [here](#) to preview and download images from the campaign.

About Keeper Security

Keeper Security is transforming cybersecurity for millions of individuals and thousands of organizations globally. Built with end-to-end encryption, Keeper's intuitive cybersecurity platform is trusted by Fortune 100 companies to protect every user, on every device, in every location. Our

patented zero-trust and zero-knowledge privileged access management solution unifies enterprise password, secrets and connections management with zero-trust network access and remote browser isolation. By combining these critical identity and access management components into a single cloud-based solution, Keeper delivers unparalleled visibility, security and control while ensuring compliance and audit requirements are met. Learn how Keeper can defend your organization against today's cyber threats at KeeperSecurity.com.

Learn more: KeeperSecurity.com

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