

Palo Alto Networks Reinforces the Need for a New Zero Trust Approach Through Latest Campaign

June 6, 2022

Campaign featuring actress Gillian Anderson highlights the pervasive nature of cyber threats around us and the next-generation of zero trust cybersecurity that can stop them

SANTA CLARA, Calif., June 6, 2022 /PRNewswire/ -- In an effort to bring everyday cyber risks to the forefront of public awareness, [Palo Alto Networks](#), the global cybersecurity leader, launched today the next chapter of its "We've Got Next" omni-channel campaign. The company's new ad, called "Zero Trust with Zero Exceptions" features American-actress Gillian Anderson and reinforces the Palo Alto Networks continued innovation to bring the next generation of comprehensive Zero Trust security solutions to the enterprise.

Speaking on her involvement in the campaign, Gillian Anderson said, "Palo Alto Networks has a critical mission to make each day safer than the one before. In today's digital world, we all deserve the right to work and live without the fear of cyber threats. I'm thrilled to be working with the company leading the charge for a more secure digital world."

"We are at a critical juncture in cybersecurity and have an opportunity to build the right security architectures for the future. With the world working from anywhere, using applications that are hosted in multiple clouds or data centers, the cyber attack surface has expanded significantly," said Palo Alto Networks Chairman and CEO Nimesh Arora. "The first generation of zero trust cybersecurity solutions can't keep up and are inconsistent. With this campaign we sought to highlight the urgency around cybersecurity and the importance of building a zero trust future with zero exceptions."

The ad was created with Palo Alto Networks Los-Angeles based agency of record TBWA\Chiat\Day. The agency touts its capabilities to help brands find their soul and place them in culture in unexpected ways. It's that shared vision for disruption that made Palo Alto Networks tap them to help put cybersecurity front and center for everyone.

The campaign debuts this week in conjunction with the RSA Conference, the world's leading information security conference in San Francisco, and will run across digital media over the next year.

For more on Palo Alto Networks [We've Got Next Manifesto](#)

For more on [Palo Alto Networks at RSA](#).

Palo Alto Networks is the world's cybersecurity leader. We innovate to outpace cyberthreats, so organizations can embrace technology with confidence. We provide next-gen cybersecurity to thousands of customers globally, across all sectors. Our best-in-class cybersecurity platforms and services are backed by industry-leading threat intelligence and strengthened by state-of-the-art AI and automation. Whether deploying our products to enable the Zero Trust Enterprise, responding to a security incident, or partnering to deliver better security outcomes through a world-class partner ecosystem, we're committed to helping ensure each day is safer than the one before. It's what makes us the cybersecurity partner of choice.

At Palo Alto Networks, we're committed to bringing together the very best people in service of our mission, so we're also proud to be the cybersecurity workplace of choice, recognized among *Newsweek's* Most Loved Workplaces (2021), *Comparably* Best Companies for Diversity (2021), and HRC Best Places for LGBTQ Equality (2022). For more information, visit www.paloaltonetworks.com.

Palo Alto Networks and the Palo Alto Networks logo are trademarks of Palo Alto Networks, Inc. in the United States and in jurisdictions throughout the world. All other trademarks, trade names, or service marks used or mentioned herein belong to their respective owners. Customers who purchase Palo Alto Networks applications should make their purchase decisions based on services and features currently generally available.



[View original content to download multimedia:https://www.prnewswire.com/news-releases/palo-alto-networks-reinforces-the-need-for-a-new-zero-trust-approach-through-latest-campaign-301561735.html](https://www.prnewswire.com/news-releases/palo-alto-networks-reinforces-the-need-for-a-new-zero-trust-approach-through-latest-campaign-301561735.html)

SOURCE Palo Alto Networks, Inc.

Nicole Hockin, nhockin@paloaltonetworks.com