

ScamSmart campaign

For partners & stakeholders

2017

Background

What is investment fraud?

- Fraudsters use high pressure selling techniques to sell **overvalued or non existent investments** in products including shares, foreign exchange, commodities and overseas schemes, such as hotel developments.
- Fraudsters may be seeking to capitalise on opportunities arising from recent **pension reforms**.



Background

- Thousands of people fall victim to investment fraud each year. In 2015/16, the average loss to investment fraud was over **£32,000***.
- The FCA takes **enforcement action** against those engaging in unauthorised business, publishes **public warnings** about unauthorised firms and seeks to **educate consumers** to the risks of investment fraud through ScamSmart.

*Action Fraud

Protecting the most vulnerable

On average, victims:

- Are male
- Aged 55+
- ABC1
- Already own investments
- Consider themselves financially savvy



ScamSmart campaign objectives



Check an investment or pension opportunity and avoid scams

Step 1. What are you considering investing in?
- Select -

Step 2. How did you find out about this investment?
- Select -

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1. Increase awareness of the tactics used by fraudsters so potential victims are better able to spot a fraud attempt

2. Increase intention to check the FCA Warning List before investing and drive use of the Warning List

Campaign key messages

- You could be at risk of investment fraud
- Investment scammers will use flattery, emotional manipulation and time pressure to take your hard-earned money
- Be a ScamSmart investor:
 - Reject unsolicited investment opportunities
 - Before investing, check the FCA Warning List
 - Seek impartial advice

Key insights informing campaign

Key insight

Scammers are seen as unsophisticated and their victims as gullible

You can't deny you're vulnerable when you've just been proved to be so



Creative implication

Use recognisably intelligent individuals to show just how sophisticated scammers techniques are

Recreate the experience of being scammed *to some degree* to demonstrate how even savvy people can be drawn in

- Video case studies

- radio ads and 'scammer' video

Creative aims to demonstrate that even the most savvy investors like you can be scammed due to sophisticated techniques

Campaign Advertising



Print, radio and online video ads demonstrating fraudster tactics



Video case studies



Display ads and paid search driving users to the Warning List

- Watch Derek's Story: <https://www.fca.org.uk/media/scamsmart-derek-story>
- Beware the investment cold call video: <http://scamsmart.fca.org.uk/case-studies/scamsmart-beware-the-investment-cold-call>

Campaign channels and user journey

PR

Radio ads

Online video ads

Partnerships

Display ads

Paid for search

ScamSmart hub includes:

- warning signs of a scam
- where to seek impartial advice

Warning list – online tool that warns users of the risks associated with an investment and checks a list of firms we know are operating without our authorisation.



FCA Warning List

Check an investment or pension opportunity and avoid scams

Step 1. What are you considering investing in?

- Select -

Step 2. How did you find out about this investment?

- Select -

Over 260 pieces of media coverage generated in 16/17

55 print pieces

147 online pieces

58 radio & 1 TV interview



Campaign has been well supported by partners

Fraud prevention partners

Banks & financial services support

Community / voluntary organisations



Social media



We have a range of video, photo and infographic assets to share

From 2016 -2017:

- We've published **75+ #ScamSmart** tweets
- Our tweets amassed **11,000 engagements**
- We have **1,931 followers** of the ScamSmart Facebook page.
- 107 Facebook posts gained **28,404 engagements**

Over 26,000 checks of the Warning List in 2016/17, up 89% on 2015/16

In 2016/17:

- **319,594** people visited the ScamSmart hub, **up 238%** on 2015/16
- **26,091** users checked an investment on the Warning List, **up 89%** on 2015/16

The screenshot displays the FCA ScamSmart hub interface. At the top, the FCA logo and navigation menu are visible. A search bar is located in the top right corner. Below the navigation, a teal banner reads "Be a ScamSmart investor" and "Avoid investment and pension scams", with a "FCA Warning List" button. The main content area features a video player with a quote: "I got that sinking feeling. They'd done a runner." and a video thumbnail titled "Watch Derek's story". Below the video, the "FCA Warning List" tool is shown, which prompts users to "Check an investment or pension opportunity you've been offered and avoid scams". The tool includes two steps: "Step 1. What are you considering investing in?" and "Step 2. How did you find out about this investment?". At the bottom, there are two sections: "How to avoid investment and pension scams" with a video thumbnail, and "Most searched for investment and pension scams" with a list of items: 1. Shares, 2. Pension review, and 3. Binary options.

How to avoid investment fraud

Staff briefing / advice for customers

How to avoid investment and pension scams

- **Investment and pension scams are often sophisticated and difficult to spot**
- **Spot the warning signs** - Fraudsters will often:
 - contact you out of the blue
 - apply pressure to invest quickly
 - downplay the risks to your money
 - promise tempting returns that sound too good to be true
 - say that they're only making the offer available to you or even ask you to not tell anyone else about it

Be a ScamSmart investor

How to avoid investment and pension scams

- **Reject unexpected offers** - Scammers usually cold call, but contact can also come by email, post, word of mouth or at a seminar. If you've been offered an investment out of the blue, chances are it's a high risk investment or a scam.
- **Check the FCA Warning List** - Use the FCA Warning List to check the risks of a potential investment – you can also search to see if the firm is known to be operating without our authorisation. To check visit www.fca.org.uk/scamsmart
- **Get impartial advice** - Get impartial advice before investing – don't use an adviser from the firm that contacted you.

Be a ScamSmart investor

How to avoid investment and pension scams

- **Check if a firm is FCA-authorised** – For regulated products [Check our Financial Services Register](#) to see if a firm or individual is authorised or registered with the FCA.
- **Check it's not a 'clone firm'** - A common scam is to pretend to be a genuine firm (called a 'clone firm'). Always use the contact details on our Register, not the details the firm gives you.
- **If you're suspicious, report it** - report the firm or scam to us by contacting our **Consumer Helpline** on **0800 111 6768** or using our reporting form on our [website](#).
- **Be wary of future scams** - If you've already invested in a scam, fraudsters are likely to target you again or sell your details to other criminals.

Be a ScamSmart investor

Get involved

- **Promote ScamSmart through your channels** – social media, website, events, blogs, newsletters etc. We can supply all necessary content.
- **Assets available include** - briefing slides, editorial copy, video case studies, leaflets, posters, social media posts and infographics.

Find out more

- ScamSmart **website:**
www.fca.org.uk/scamsmart
- Like us on **Facebook:**
www.facebook.com/fcascamsmart
- **Email:** Alexa Gooder
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