

FCA InvestSmart Campaign Partner Toolkit



October 2021

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Additional information can be found here:

[Partnership Toolkit Assets](#)

Introduction

The FCA's InvestSmart Campaign aims to warn consumers of the risks associated with investing in 'high-risk, high-return' assets, as well as providing impartial information on the FCA's [InvestSmart website](#).

We know that newer investors are being tempted into buying complex, higher-risk products that are not suitable for them¹ as over 1 million investors increased their holdings or invested in a high-risk investment for the first time during the pandemic and 59% of new investors claim that a significant investment loss would have a fundamentally negative impact on their current or future lifestyle².

And while we do see higher-risk investments as having a role in a functional investment marketplace, those investing need to be doing so in line with their financial situation, and as part of a wider, diversified investment portfolio.

Ultimately, we want to help consumers make better informed investment decisions that suit their financial circumstances and attitude to risk – and with your support, we will be able to reach more people through different channels.

[1 - https://www.fca.org.uk/publications/corporate-documents/consumer-investments-strategy](https://www.fca.org.uk/publications/corporate-documents/consumer-investments-strategy) (Section 7.3)

[2 - https://www.fca.org.uk/publication/research/understanding-self-directed-investors.pdf](https://www.fca.org.uk/publication/research/understanding-self-directed-investors.pdf)

InvestSmart Campaign

The InvestSmart campaign commences 20th October 2021.

It can be easy to feel disconnected from the money and for the whole experience to feel a bit like a game. First-time investors are increasingly blurring the lines between gaming and investing; chasing the thrills of high-risk assets without researching the fundamentals.

To appeal to our audience and to achieve the desired cut through, we are launching with a multi-channel, integrated campaign proposition – **DON'T GET PLAYED**

DON'T GET PLAYED

Don't Get Played Creative

The 'Don't Get Played' concept uses a 'gaming' thematic to grab attention and communicate to people, that if they want to get involved in high-risk, high return investments – they had better know the risks as well as the rewards and do their homework, so they don't get played.

The creative will appear across the following channels;

- Social Media e.g Facebook, Twitter, TikTok, Instagram
- Paid Search e.g Google
- Online Video e.g YouTube, Twitch
- Digital Display Advertising



How you can get involved

There are a number of different ways that you are able to get involved and help us share our message with your audiences. Below are just a few different approaches and feel free to use as many as able;

1. Posting content about the FCA's campaign from your own social media channels (using #InvestSmart – examples on the next page) and/or engage with the FCA's posts (liking, reposting etc)
2. Including links to relevant articles on the FCA website within your channels (please see examples on the next page) i.e. social channels, newsletters, internal comms etc.
3. If you would like your involvement to be tailored to your channels – do let us know and we can work to create something more bespoke



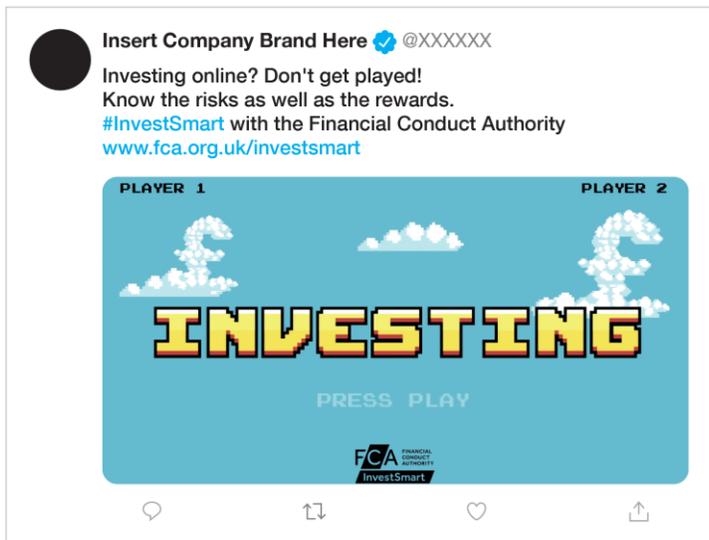
[@TheFCA](https://twitter.com/TheFCA)



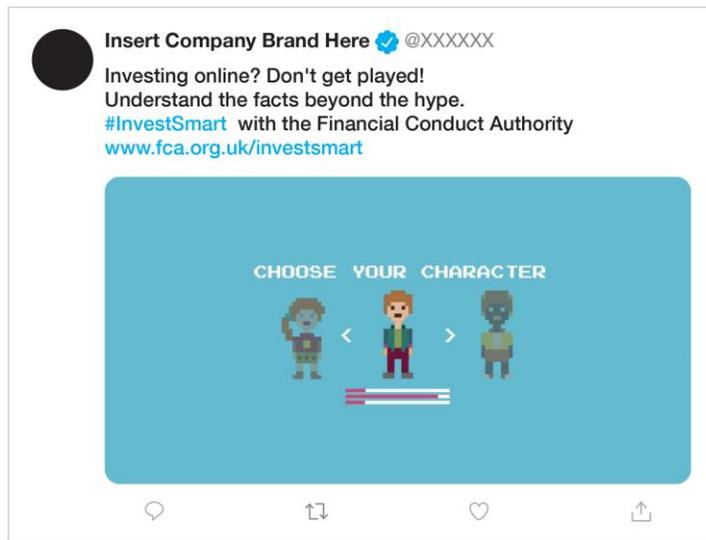
[Financial Conduct Authority](https://www.fca.org.uk)

Suggested FCA content to post:

Feel free to create your own posts, please link to www.fca.org.uk/investsmart and include the #InvestSmart hashtag



CAN BE USED WITH RISK VIDEO – ASSETS CAN BE FOUND [HERE](#)



CAN BE USED WITH HYPE VIDEO – ASSETS CAN BE FOUND [HERE](#)



CAN BE USED WITH ANY ASSET – ASSETS CAN BE FOUND [HERE](#)

Linking to articles on the FCA website

There are a range of useful articles on the FCA's [InvestSmart website](#), including information to help people make smarter investment decisions. If this aligns to any of your consumer content, please do feel free to link to the articles where possible/relevant. Do check back as more content will be added as time goes by.

- 5 questions to ask before you invest - <https://www.fca.org.uk/investsmart/5-questions-ask-you-invest>
- Should you invest? - <https://www.fca.org.uk/investsmart/should-you-invest>
- Diversification - <https://www.fca.org.uk/investsmart/diversification>
- Risk and returns - <https://www.fca.org.uk/investsmart/risk-and-returns>



Insert Company Brand Here  @XXXXXX

Find out how you can use diversification to manage your risks while investing – no matter your budget
www.fca.org.uk #InvestSmart



Insert Company Brand Here  @XXXXXX

Curious about investing but don't know where to begin? Here are 5 simple questions you need to ask before you invest
www.fca.org.uk #InvestSmart



Thank you

If you have any further questions, please don't hesitate to
contact the team at FCA@mhpc.com