

Email:       foi@fca.org.uk

2 October 2018

(By email)

Our Ref: FOI5995

Dear

**Freedom of Information: Right to know request**

Thank you for your request under the Freedom of Information Act 2000 ("the Act") dated 4 September 2018 concerning our recent Scam Smart campaign.

For ease of reference the full summary of your request is enclosed in annex A below and we will answer each point in turn:

- **Campaign dates and Period:**

The ScamSmart pension scams campaign launched on 14 August and is scheduled to run until 7 October.

- **Total Spend on the Campaign:**

The ScamSmart pension scams campaign is jointly funded by the FCA and The Pensions Regulator (TPR). The total campaign budget for the campaign in 2018/19 is £2m with the FCA and TPR each contributing £1m.

- **Media Chosen For The Campaign:**

The campaign is running on TV, online video viewing platforms, radio, Facebook, online display and paid search.

- **Key Metrics You Are Using to Evaluate the Success of the campaign:**

The campaign key performance indicators are:

- Visits to the ScamSmart website
- Visits to the 'How to avoid a pension scam' page
- Engagement with the page (time on site and proportion of users saying they found the page useful)
- Number of users going on to check a pension opportunity on the Warning List
- Number of users going on to check the Register

Yours sincerely

**Information Disclosure Team**

Your right to complain under the FoI Act

If you are unhappy with the decision made in relation to your request, you have the right to request an internal review. If you wish to exercise this right you should contact us within three months of the date of this response.

If you are not content with the outcome of the internal review, you also have a right of appeal to the Information Commissioner at Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF. Telephone: 01625 545 700. Website: [www.ico.org.uk](http://www.ico.org.uk)

**Annex A:**

*"Following the recent start of the Scam Smart marketing campaign to advise people on how to look after themselves in regards to a scammer, I'm looking for some campaign details as per below if possible.*

*Campaign dates and Period -*

*Total Spend on the Campaign*

*Media Chosen For The Campaign*

*Key Metrics You Are Using to Evaluate the Success of the campaign."*