

FCA Firm Checker

Campaign Toolkit



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1. Background



What

Firm Checker helps consumers find out whether a firm is authorised and has permission to provide the services they want.

The objective of the campaign is to raise awareness of Firm Checker and drive its use by at risk audiences, encouraging consumers to 'check' as a default action.

When

The campaign will launch on the 19 of January 2026. This campaign is scheduled to run in bursts over 5 years, supporting the current FCA strategy.

How

The campaign will be implemented using radio, social media, TV advertising, online advertising and partnerships.

2.

Target audience



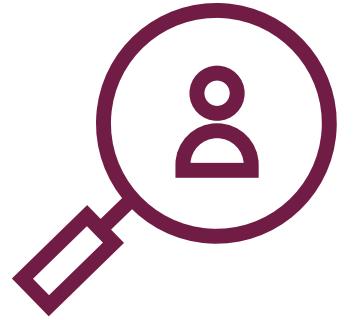
Who are they?

Adults 18+ likely to make an investment decision (involving a regulated activity)

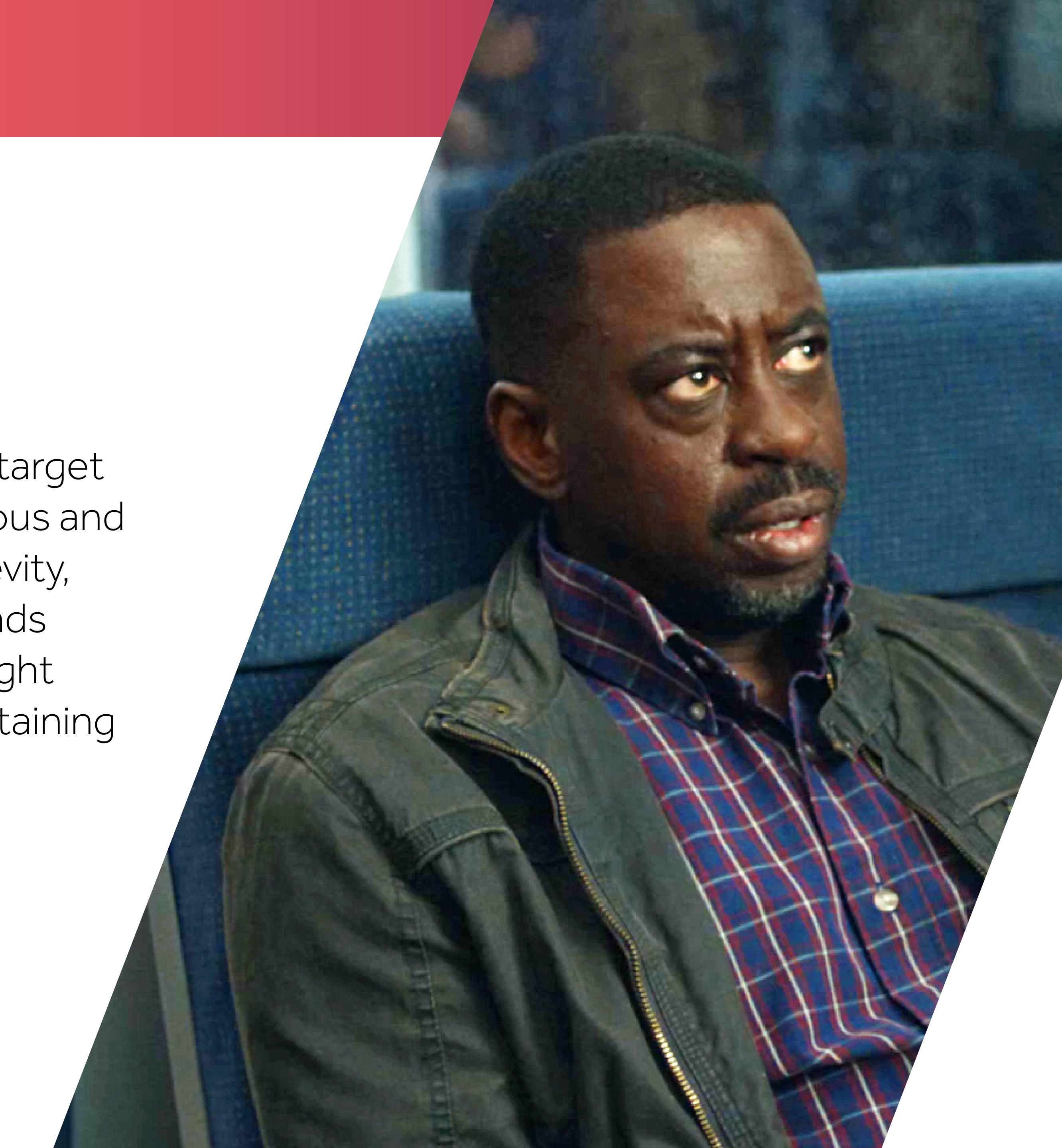


3. Creative approach





We researched the creative approach with the target audience. The approach was viewed as humorous and had an instant impact. The approach had longevity, with the 'seal the deal' tagline etched in the minds of the target audience. The concept built the right balance between a serious message and entertaining yet memorable concept.



4.

Supporting the campaign





As a partner, your support is invaluable to us. So, we've created a range of resources to make it as easy as possible for you to get involved in the campaign and to help spread the word to your staff, clients and customers. These include:

- Campaign copy
- Social media posts

You'll be able to download the resources from the links in this toolkit. Please help us encourage consumers to use Firm Checker and help them avoid scams.

5. How to guide





1. Share the posts from the FCA's X, Instagram and LinkedIn channels.
2. If you are writing your own posts, please include the call to action; before you seal the deal, check if it's real.
3. Always link to the [FCA Firm Checker | FCA](#) page which features the firm checker tool.
4. Every post can be used with the same copy and FCA approval is not required to sign off partners social media copy.

6.

Campaign copy



Update website

Update your website to link to [FCA Firm Checker](#) rather than the Register for any consumer-facing pages.

Here is suggested wording that can be used on websites and in newsletters/emails:

Whether you're considering an investment, pension opportunity, loan or other financial service, use the Financial Conduct Authority's Firm Checker to confirm the firm is authorised and help avoid scams. You should also check the contact details match those listed on Firm Checker to avoid scammers pretending to be a real firm.

Using an authorised firm brings other benefits as they must meet FCA standards and follow the FCA's rules. It means you can take a complaint to the Financial Ombudsman Service and are more likely to benefit from protection offered by the Financial Services Compensation Scheme.

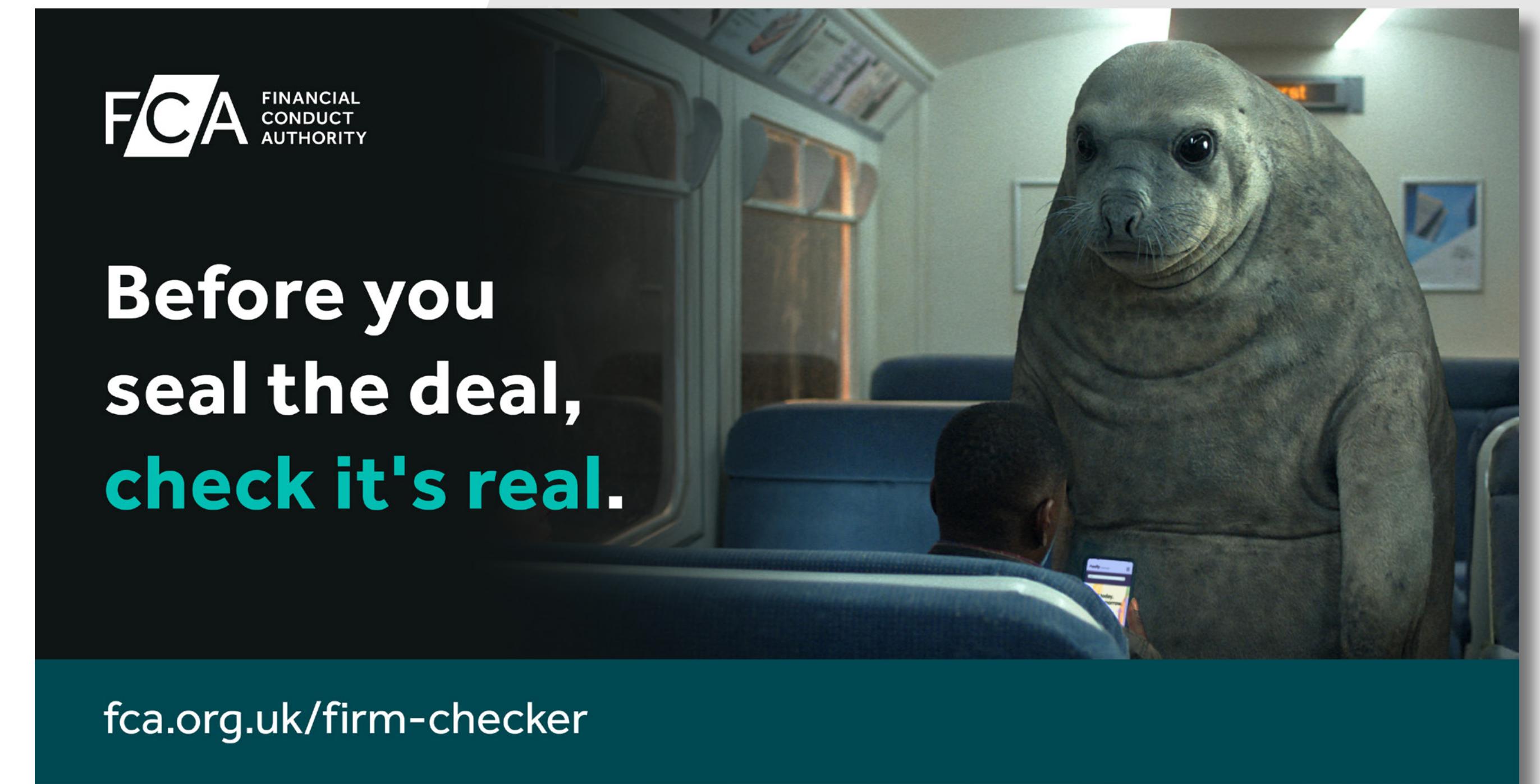
Firm Checker also highlights firms the FCA knows are operating without permission, so you know which ones to avoid.

7. Social media posts



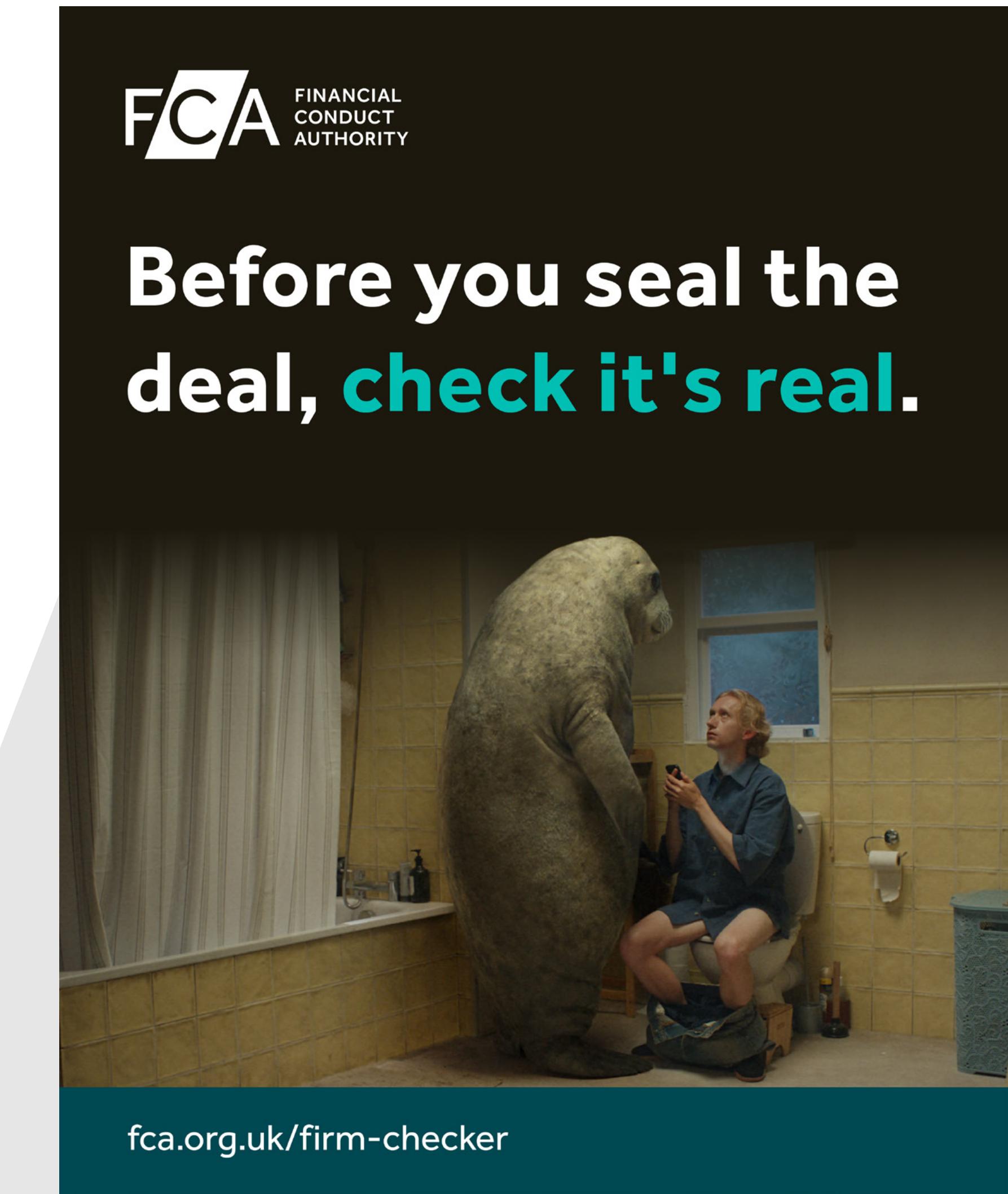
Asset 1

LinkedIn (1200x627px)



Asset 2

Instagram (1080x1350px)



Asset 3

X (1080x1080px)



Before you
seal the
deal, **check**
it's real.



fca.org.uk/firm-checker

Short form copy:

If you're considering an investment, pension opportunity, loan or other financial service, use [tag] FCA Firm Checker to check if the firm is authorised and help avoid scams.

Visit: fca.org.uk/firm-checker



Long form copy:

If you're considering an investment, pension opportunity, loan or other financial service, use the [tag] Financial Conduct Authority Firm Checker to confirm the firm is authorised and help avoid scams. You should also check the contact details match those listed on Firm Checker to avoid scammers pretending to be a real firm.

Visit: fca.org.uk/firm-checker

Hashtags: #FirmChecker #FCAFirmChecker

You can also share the FCA's social media posts when they go live on LinkedIn, Instagram and X, **please keep an eye on our channels to repost.**

Thank you!



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www.fca.org.uk