

## Annexe : OFT Campaign Activity during 2010/11

Following the Government's announcement in May 2010 of a marketing freeze as part of wider efficiency cuts, the OFT has delivered most of the campaign activity outlined below through free and no-cost channels, primarily news media, partnership and social media.

Timing	Campaign
May 2010	Continuation of the <b>Stop Loan Sharks</b> campaign to encourage reporting. Delivered in partnership with Trading Standards Illegal Money Lending teams.
June 2010	<b>Scams 'Just Tick It'</b> warnings about scam ticket websites, working in partnership with the music industry and Trading Standards Services.
July 2010	<p><b>Doorstep Selling</b> warnings focussing on rogue traders, in partnership with Trading Standards.</p> <p>Skilled to go - launch of two new modules of our consumer education resource covering scams and buying and selling used cars.</p>
September 2010	<p><b>Know Your Consumer Rights campaign</b> – further promotion in partnership with BIS, focussing on buying/selling used cars to support market study outputs.</p> <p>Launch of <b>Sale of Goods</b> hub – online guidance to business to be promoted via trade sector organisations. Ongoing activity throughout the year.</p> <p><b>Skilled to go:</b> publication of guidance for teachers on how to use Skilled to go to support financial learning</p>
October 2010	Publication of consumer guidance on Section 77-79 of the <b>Consumer Credit Act</b> – provision of information to debtors and consequences for the enforcement of loans.

	<p><b>Business communications</b> consultation on guidance for business and Directors on how to comply with Competition Law.</p> <p>Rogue Trader <b>doorstep selling</b> warning in partnership with Age UK</p> <p><b>Skilled to go</b>: updated curriculum guidance for Scottish secondary teachers</p>
November 2010	<p><b>Skilled to go</b> – roll out of scams version for use by TSS.</p>
December 2010/January 2011	<p><b>Know Your Consumer rights campaign</b> focussing on online protection to follow the proposed launch of the OFT's E-protection strategy.</p> <p>Completion of OFT <b>business advice</b> on Business Link</p> <p>Save Xmas –PR and partnership work to cascade savings messages.</p>
February 2011	<p><b>Scams awareness month</b> focusing on general scams, bogus holiday clubs and ticket scams</p> <p>Update of <b>credit advice</b> for business on OFT and Business Link websites.</p>
March 2011	<p>Launch of simplified guidance on <b>Distance Selling regulations</b> in similar format to the Sale of Goods Act hub</p> <p><b>Skilled to go</b>: launch of revised and updated modules on Buying and selling, Technology and Utilities for adult education toolkit</p> <p>Completion of transfer of <b>Consumer Direct</b> website information to Directgov and closure of the Consumer Direct website.</p>