

## **Scamnesty 2010 campaign strategy December 2009**

### **Background**

Scams Awareness Month (SAM), part of the International Fraud Prevention Month organised by the International Consumer Protection and Enforcement Network (ICPEN) runs for four weeks in February 2010. OFT's campaigning activity will include Scamnesty and more general Scams awareness activity.

Scamnesty is a national event to raise awareness of scams, carried out in partnership with local authority Trading Standards Services (TSS).

TSS encourage the public to deposit scam mailings they have received into special bins placed in public areas.

This year we will be piloting online Scamnesty, a reporting system which will collate email and website scams only. Information collated and lessons learnt from this system will be taken forward following Scamnesty by the OFT's E-Protection team.

The purpose of the deposited scams is primarily awareness raising, but any intelligence gathered will inform future scams work.

The general Scams awareness activity is available for use by our wider stakeholders and can be utilised throughout the year.

### **Strategic objective**

- to increase consumer awareness of scams.

### **Communication objectives**

- to encourage as many TSS as possible to participate in Scamnesty 2010
- to support TSS in running the campaign locally
- to promote Scamnesty on a national level
- to raise awareness of scams – postal, email, web and text
- to pilot the e-protection online scam collation.

### **Target audience**

A review by the OFT in 2006 and research into the psychology of scams completed in 2009 indicated that anyone can fall for a scam, making the potential target audience very wide.

This campaign will target all consumers specifically chronic scam victims and the vulnerable (elderly, unemployed etc).

The secondary target audience will comprise of intermediaries such as family, friends, carers, neighbours etc as well as the younger scam victim.

### **Partners**

Individual TSS take the responsibility of running the campaign on a local basis and are supported by the Scamnesty toolkit (see below).

Other potential partner organisations are:

- PhoneyPayPlus
- Citizens Advice (England and Scotland)
- Met Police
- Paul Wilson (co-presenter of Real Hustle) [www.conartist.tv](http://www.conartist.tv)
- Victim Support
- Age Concern
- National Fraud Authority
- Fraud Advisory Panel
- Co-op
- Lacors and Consumer Education Liaison Group
- Advanced Fee fraud Coalition and Fraud Prevention Month.

### **Key messages**

For TSS

- Your participation will help a national campaign to raise consumer awareness of scams.
- Participating is easy. Advertising materials will be provided along with a detailed toolkit of suggestions, guidance and ideas.
- We ask that the scams collected be recorded on a spreadsheet and this submitted to the OFT as soon as possible following the event.

For other organisations:

- Please help promote Scamnesty by:
  - working with TSS
  - putting posters up in your offices
  - having information on your website
  - issuing a supportive press release.

For consumers:

- Help us beat the scammers by dropping in your mailings and by forwarding us your scam emails.

- Pass on the warning to watch out for scams.
- Your actions may help protect others from being targeted by scammers.

## **Activities**

### **COI Publicity register**

Accessing the register and targeting appropriate organisation and institutions will enable the campaign to distribute campaign materials and information, providing us with the opportunity to involve a much wider stakeholder audience in the general scams awareness campaign activity.

### **PR**

Media liaison campaign will include:

- one-on-one desk-side visits with key press at long-lead and mid-lead publications
- television seeding including soap operas and Watchdog
- news generation
- regional news roll-out - supporting partners and TSS participants
- launch support - a photocall with a Scamnesty bin
- media partnerships.

### **TV filler**

- We will be launching the scams awareness public information film for the 35-44 years audience which will reach daytime TV audiences during Scamnesty.
- The TV filler will also be available on the OFT's YouTube channel – [www.youtube.com/user/OFTWebEditor](http://www.youtube.com/user/OFTWebEditor).

### **Radio advertising**

We will develop a radio advertisement to support the general scams awareness work linking in with the public information filler. The ad will be targeted at 35-44 audience and be upweighted to TSS areas not involved in Scamnesty.

### **Website**

We will develop a Scamnesty branded landing page housed on the Consumer direct website ([www.consumerdirect.gov.uk/scamnesty](http://www.consumerdirect.gov.uk/scamnesty)). This will:

- be targeted at the 35-44 scam victim audience and intermediaries
- have an Online Scamnesty function for consumers to log/forward scam emails and websites

- include a search option that allows people to look for the location of their nearest bin by postcode
- be live for the two weeks prior to and the four week campaign period only.

### **Online marketing**

Online promotion will also be used to drive traffic (35 to 64 years audience) to [www.consumerdirect.gov.uk/scamnesty](http://www.consumerdirect.gov.uk/scamnesty) and budget permitting/where applicable, to other digital offerings

Appropriate channels will be selected for the target audience but could include:

- pay per click advertising
- banner advertising
- links from websites of stakeholders/partner organisations.

An integrated metrics plan will also be included to measure its success.

### **Social networking**

The consumer message to 'Pass on the warning to watch out for scams' should be spread online to audiences not necessarily targeted by the postal Scamnesty bins, via the following:

- Twitter account
- Facebook groups
- stimulating activity on forums, bloggers and chatrooms – encouraging word of mouth communication

Other Digital offerings that could be integrated into our campaign are:

#### **Fatfoe and Glucobate**

Fake scam websites with existing banner advertising

- [www.consumerdirect.gov.uk/fatfoe](http://www.consumerdirect.gov.uk/fatfoe)
- [www.consumerdirect.gov.uk/glucobate](http://www.consumerdirect.gov.uk/glucobate)

#### **Interactive scam guides**

- [www.consumerdirect.gov.uk/watch\\_out/downloadscamsguides](http://www.consumerdirect.gov.uk/watch_out/downloadscamsguides)

### **Life channel**

We will be investigating running a month-long campaign with the Life Channel. The Life Channel communicates with over five million viewers per month through extensive UK networks in GP Networks, Pharmacies, Opticians, Schools and Colleges, Veterinary Practices.

For Scamnesty the Life Channel provides an excellent access point to the more vulnerable elderly scam victims through the surgery network. (teenagers, mothers with young children and the over 55's are the primary visitors to GP surgeries).

### **Scamnesty participant toolkit**

A Scamnesty toolkit will be available for all partner organisations and stakeholders. The toolkit will provide information on:

- running PR and media activity
- campaign materials available
- signposting to further advice
- output – logging bin locations, recording and forwarding mailings
- deadlines for all activities.

The toolkit will be available on the OFT website.

### **Launch**

- The (potentially pre-launch) stakeholder briefing will be held in Parliament. This will strengthen our links and improve communications with ministers as well as stakeholders.

### **Evaluation**

We will measure the success of the campaign by:

- pre and post campaign tracking research
- identifying the number of TSS who participated
- reviewing dissemination of campaign materials
- reviewing the scams dropped in the bins
- measuring the unique visitors to the Scamnesty pages on the OFT and CD websites
- measure online social media activity
- commissioning independent media evaluation, which 3M will arrange.

### **Budget - £430,000**

Budget and project chart in separate documents