

FINANCIAL FRAUD ACTION UK

TAKE FIVE TO STOP FRAUD:

AN INTRODUCTION



TO STOP FRAUD

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Overview

'Take Five' is a new behaviour change campaign that aims to help tackle financial fraud in the UK. Launching later this year, Take Five will urge everyone to stop and think when asked for their financial details. The campaign is being led by Financial Fraud Action UK with funding from member organisations and other partners.

Background

Millions of people are failing to take basic steps to protect themselves from financial fraud, despite initiatives to educate and inform about the dangers presented by fraudsters. Added to this, fraudsters continue to develop ever more sophisticated techniques and technologies to dupe members of the public and small businesses. Figures from a survey conducted by OnePoll on behalf of FFA UK (January 2016) suggest:

- 64% of Britons would willingly give important details, such as their PIN number, believing to be in discussion with their bank or the police
- Fraudulent calls are costing Britons £24m a year

To help tackle these issues, and to complement existing anti-fraud initiatives, FFA UK is leading a fully integrated marketing communications campaign which will target the masses with one simple action: 'Take Five'.

The Take Five Approach

Fraud can happen to anybody. Intellect and age offer no protection against scammers. We know it happens because people are instinctively trusting, making them the targets for sophisticated scammers. Our campaign approach is based on helping everyone spot the signs of fraud by calling on consumers and businesses to Take Five – to simply have the confidence to stop and take five minutes to think things through. As part of this we will urge people to remember the five things their bank would never ask them to do:

- To provide their PIN
- To withdraw money and give it to them for safekeeping
- To transfer money for anti-fraud reasons, even if 'it's in your name'
- To give cash, bank PIN, card or cheque book to someone they've sent to their home
- To purchase goods using their card and hand it to them for safekeeping

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Campaign elements

Take Five is a fully integrated marketing communications campaign that first establishes the brand (and crucially the call to action). It will then maintain momentum through: peaks of campaign activity; more targeted engagement for niche audiences; and ongoing press and stakeholder engagement work. The campaign is set to launch in September 2016 with activity focused on a 12 month period and a commitment to continuing beyond to effect real behaviour change.

How you can help

We want to spread the Take Five message far and wide and would welcome your support. Whether that's using the Take Five brand across your assets, taking the campaign direct to your own audiences or even just amplifying the campaign across your social channels, we would love to hear from you. Please get in touch with Kimberley Joseph (kimberley.joseph@ffauk.org.uk / +44 0 20 3217 8157) to find out more.

