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**[By Email]**

**17 December 2015**

Our Ref: **FOI4297**

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

Thank you for your request under the Freedom of Information Act 2000.

Your request has now been considered and the information requested is attached (Annex A).

Yours sincerely

**Information Access Team**

**Annex A**

**"I would like a list of the National Marketing Campaigns undertaken in the last 5 years (or 10 years if less than two exist) by the FCA / FSA.**

*I would like this list to show:*

- The year of the campaign
- Key topic of the campaign
- How much the campaign cost,
- What percentage did the FCA/FSA contribute to this cost?
- The number of organisations who contributed to the cost.
- An average % contribution, by other firms, to each campaign."

| Name of campaign                                | 'Have you clicked yet?'  | <b>ScamSmart</b>  |   |
|---|--|---|---|
| <b>Year</b>                                     | 2013/14  | 2014 (October-December) Phase1  | 2015 (March-May) Phase 2                                    |
| <b>Topic</b>                                    | 'Have you clicked, yet' marketing campaign targeted consumer credit businesses including 70,000 firms with OFT licences. The campaign included direct marketing, national and social media, including print, radio and online advertising. The key purpose was to inform firms that they had to register for interim permission from the FCA in order to carry out regulated consumer credit activities. The campaign signposted how to register and the deadline by which firms had to act. | <p style="text-align: center;"><u>ScamSmart – investment scams</u></p> <p>ScamSmart is a national campaign to help those at risk of investment scams spot the warning signs and protect themselves. The campaign communicates three messages to consumers: the importance of rejecting cold calls, checking the FCA Warning List before making an investment and getting impartial advice before committing to an investment.</p> <p>Campaign messaging was broadcast across commercial radio (on Classic FM and LBC); in national press, including newspapers such as the Daily Mail and Daily Telegraph; and online via digital display and search advertising.</p> |   |
| <b>Cost</b>                                     | £1.2 million   | £923.5k   | £643.3k   |
| <b>Percentage contribution from FCA</b>         | 100%   | 33%   | 50%   |
| <b>Other organisations contributing to cost</b> | Zero   | (Proceeds of Crime funding, managed by the Home Office)   | (Proceeds of Crime funding, managed by the Home Office)     |
| <b>% of other organisations' contributions</b>  | Zero   | 67% (Proceeds of Crime funding, managed by the Home Office)   | 50% (Proceeds of Crime funding, managed by the Home Office) |