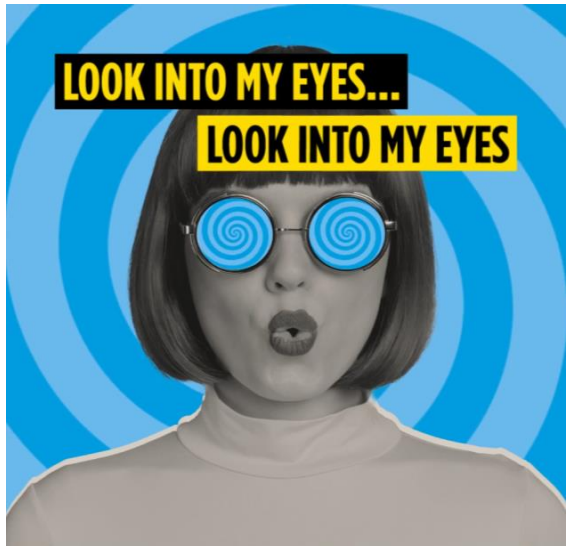
TRICK OF THE MIND

W/C 4 SEPTEMBER 2023



TAKE FIVE TO STOP FRAUD™

CONTENTS

- About the Trick of the Mind campaign peak
- Template social posts
- Newsletter/Web Copy
- Creative Assets
- Contact

TAKE FIVE TO STOP FRAUD™

STOP. CHALLENGE. PROTECT.

TAKE FIVE TO STOP FRAUD™

INTRODUCTION TO TRICK OF THE MIND

TAKE FIVE TO STOP FRAUD™

TRICK OF THE MIND

The Trick of the Mind campaign, taking place w/c 4 September 2023, will tap into Gen Z's passion for learning about mysteries of the unknown to show how easy it could be for a criminal to trick them. With criminals turning to more sophisticated ways to steal people's money and personal information, we will highlight the importance of challenging all unexpected requests for personal or financial information to make payments.

Research suggests that young people are more likely than older age groups to have been targeted in an impersonation scam and be swayed to provide personal or financial information. This campaign will target people aged 18 – 25 and encourage them to follow the advice of the Take Five to Stop Fraud campaign: Stop, Challenge, Protect. During the week we will focus on the dangers of impersonation fraud in particular.

We will develop additional video content in partnership with an influencer to add another creative element to our campaign and enhance our reach through their network. For launch week, we will also reach out to media with a news story on the theme of impersonation.

Within this toolkit you will find suggested social copy, newsletter copy, and creative assets for you to share on your own channels during the week. Your support is crucial to this campaign to help protect people from criminals and reduce the impact of fraud and scams.

Please don't distribute any content externally before Monday 4 September 2023.

TAKE FIVE TO STOP FRAUD™

HOW CAN YOU GET INVOLVED?

We saw great support for the campaign during the last peak for **Take Five Week 2023** and would welcome the same level of support again. As well as promoting the content in this toolkit via your channels and on the ground, it would be great to see additional activities such as:

- Website takeovers
- Special IVR messaging
- Online polls/quizzes
- Talking head video content
- Using branding and videos in-branch
- Events
- Staff and internal engagement (intranets, newsletters, lunch & learns etc.)
- Drop-in desk for customers in branch, with staff available for Q&A

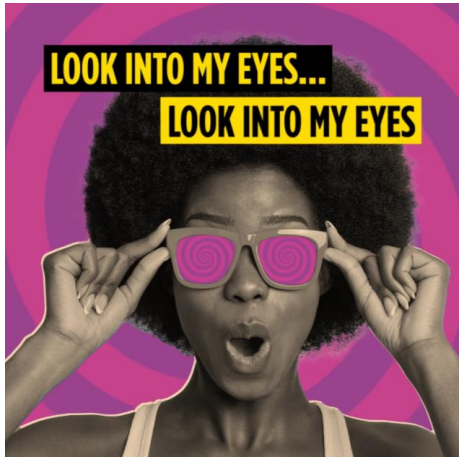
TEMPLATE SOCIAL POSTS

TAKE FIVE TO STOP FRAUD™

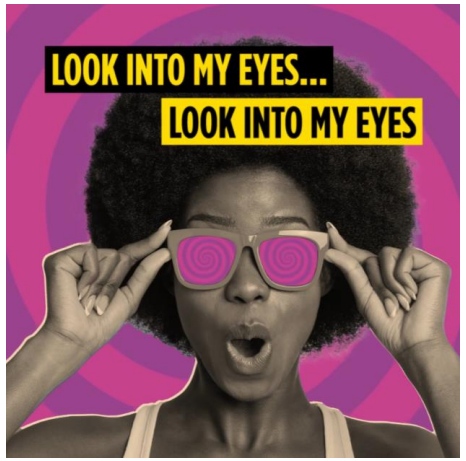
SOCIAL COPY

Suggested dates	Platform	Copy	Creative asset
Monday 4 September 9am	Facebook, LinkedIn and Instagram	Don't let criminals play a #TrickOfTheMind on you! Criminals can put you under their spell and trick you into sharing personal and financial details or to move money to 'safe accounts'. Follow @TakeFiveStopFraud's advice and #StopChallengeProtect • Stop: Taking a moment to stop and think before parting with your money or information could keep you safe. • Challenge: Could it be fake? It's ok to reject, refuse or ignore any requests. Only criminals will try to rush or panic you. • Protect: Contact your bank immediately if you think you've fallen for a scam and report it to Action Fraud. **PLEASE @ TAKE FIVE: @TAKEFIVESTOPFRAUD (FACEBOOK), @TAKEFIVETOSTOPFRAUD (LINKEDIN) OR @TAKEFIVETOSTOPFRAUD (INSTAGRAM)**	
	Twitter	Don't let criminals play a #TrickOfTheMind on you! Criminals can put you under their spell and trick you into sharing personal and financial details or to move money to 'safe accounts'. Follow @TakeFive's advice and #StopChallengeProtect	
Monday 4 September 3pm	Facebook, LinkedIn and Instagram	Criminals use their powers of deception to impersonate people and organisations you trust and trick you into sharing personal and financial information. Protect your finances from fraudsters! Follow the advice of @TakeFiveStopFraud and #StopChallengeProtect to keep your money and personal information protected from criminals. #TrickOfTheMind **PLEASE @ TAKE FIVE: @TAKEFIVESTOPFRAUD (FACEBOOK), @TAKEFIVETOSTOPFRAUD (LINKEDIN) OR @TAKEFIVETOSTOPFRAUD (INSTAGRAM)**	
	Twitter	Criminals use deception to impersonate people and organisations you trust and trick you into sharing personal and financial information. Protect your finances from fraudsters by following the advice from @TakeFive and #StopChallengeProtect #TrickOfTheMind	

SOCIAL COPY

Suggested dates	Platform	Copy	Creative asset
Tuesday 5 September 9am	Facebook, LinkedIn and Instagram	Received a call or message with an urgent request for your personal or financial information, to make a payment or move money?🤔 Listen to @TakeFiveStopFraud's advice and #StopChallengeProtect ✋☝️👊 before you do anything! Criminals will try every trick in the book to get you to part with your money and information which could cost you a lot. 💷💸 Don't let criminals play a #TrickOfTheMind on you.💭💭 **PLEASE @TAKE FIVE: @TAKEFIVESTOPFRAUD (FACEBOOK), @TAKEFIVETOSTOPFRAUD (LINKEDIN) OR @TAKEFIVETOSTOPFRAUD (INSTAGRAM)**	
	Twitter	Criminals try every trick in the book to get you to part with your money or information which could cost you huge a lot. 💷💸 Follow @TakeFive's advice to #StopChallengeProtect ✋☝️👊before you do anything! Don't let criminals play a #TrickOfTheMind on you.💭💭	
Wednesday 6 September 3pm	Facebook, LinkedIn and Instagram	Criminals aren't mind readers…💭💭 Which is why they try to trick you into sharing your personal and financial information so they can commit fraud! Criminals will try to play a #TrickOfTheMind on you using many tactics, including 'spoofing' which makes their calls, texts, DMs or emails appear to be from an organisation you trust.😾😱 Keep your money safe by following the advice from @TakeFiveStopFraud and #StopChallengeProtect when you receive requests like this. **PLEASE @TAKE FIVE: @TAKEFIVESTOPFRAUD (FACEBOOK), @TAKEFIVETOSTOPFRAUD (LINKEDIN) OR @TAKEFIVETOSTOPFRAUD (INSTAGRAM)**	
	Twitter	Criminals aren't mind readers…💭💭 which is why they try to trick you into sharing personal and financial information so they can steal your money!😾😱 Stay safe by following @TakeFive's advice to #StopChallengeProtect when you receive requests like this. #TrickOfTheMind	

SOCIAL COPY

Suggested dates	Platform	Copy	Creative asset
Thursday 7 September 9am	Facebook, LinkedIn and Instagram	Criminals will use their powers of persuasion to pressure and panic you into moving money or sharing passwords and passcodes. 💭💸 One tactic they use is pretending to be people or organisations you trust, to trick you into doing what they ask. Never give anyone remote access to your computer following a cold call or unsolicited message and keep all passwords private. 🔐 Follow the advice of @TakeFiveStopFraud to #StopChallengeProtect - and stop criminals trying to perform a #TrickOfTheMind on you in their tracks! ✋☝️👊 **PLEASE @ TAKE FIVE: @TAKEFIVESTOPFRAUD (FACEBOOK), @TAKEFIVETOSTOPFRAUD (LINKEDIN) OR @TAKEFIVETOSTOPFRAUD (INSTAGRAM)**	
	Twitter	Criminals use their powers of persuasion to panic you into moving money or sharing passwords. 💭💸 Never give anyone remote access to your computer following a cold call and keep all passwords private. 🔐 Follow the advice of @TakeFive to #StopChallengeProtect #TrickOfTheMind	
Friday 8 September 3pm	Facebook, LinkedIn and Instagram	Criminals don't need to be able to read your mind to trick you into parting with your money. 💭👀 Through sophisticated acts of deception and persuasion, criminals can convince people of all ages into sharing personal or financial information which they can use to commit fraud. Never let your guard down, follow the advice of @TakeFiveStopFraud and #StopChallengeProtect if you suspect a criminal of trying to perform a #TrickOfTheMind on you! ✋☝️👊 **PLEASE @ TAKE FIVE: @TAKEFIVESTOPFRAUD (FACEBOOK), @TAKEFIVETOSTOPFRAUD (LINKEDIN) OR @TAKEFIVETOSTOPFRAUD (INSTAGRAM)**	
	Twitter	Criminals don't need to be able to read your mind to trick you into falling for a scam. 💭👀 Never let your guard down, follow the advice of @TakeFiveStopFraud and #StopChallengeProtect if you suspect a criminal of trying to perform a #TrickOfTheMind on you! ✋☝️👊	

NEWSLETTER/WEB COPY

NEWSLETTER/WEB COPY

Take Five to Stop Fraud – Trick of the Mind

We are proud to be supporting Take Five to Stop Fraud as they warn the public to protect themselves from impersonation fraud as part of their Trick of the Mind campaign. UK Finance figures show there were 45,367 cases of impersonation fraud in 2022 costing a total of £177.6m. These start with criminals using their powers of persuasion to impersonate organisations or people you know to gain your trust.

Your bank or the police will never ask you to transfer money to a 'safe' account. To stay safe, follow the advice from Take Five to Stop Fraud and Stop, Challenge, Protect. Taking a moment to stop and think before parting with your money or information could keep you safe.

If you think you may have fallen for a scam, contact your bank immediately and report it to Action Fraud on 0300 123 2040 or via actionfraud.police.uk.

If you are in Scotland, please report to Police Scotland directly by calling 101.

TAKE FIVE TO STOP FRAUD™

NEW CREATIVE ASSETS

TAKE FIVE TO STOP FRAUD™

NEW CREATIVE ASSETS

Please find available assets here: https://www.takefive-stopfraud.org.uk/law-enforcement-campaign-materials

TAKE FIVE TO STOP FRAUD™

THANK YOU

TELL US ABOUT YOUR PLANS FOR TRICK OF THE MIND AT TAKEFIVE@UKFINANCE.ORG.UK AND TAKEFIVE@FOUR.AGENCY

TAKE FIVE TO STOP FRAUD™