



# Authorised Push Payment Fraud Reimbursement

Campaign Toolkit

October 2024

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# About this toolkit

- ▶ This document details the various assets that have been created for UK Finance's Authorised Push Payment Fraud Reimbursement campaign.
- ▶ These materials have been developed to communicate consistent, clear messaging around the PSR's changes to Authorised Push Payment Fraud reimbursement rules. The assets have been designed to work across several different channels. There are also InDesign files for members to use to co-brand and tweak these assets to align with their individual brand identities.
- ▶ You will find a number of assets that are Braille, Large Print, Welsh Language and Screen Reader-compliant.
- ▶ These resources have been created for members to use in their customer-facing communications. If you require any further information, or other assets, please don't hesitate to contact the UK Finance team at [campaigns@ukfinance.org.uk](mailto:campaigns@ukfinance.org.uk).

# Detailed Asset List

- ▶ All campaign assets can be found at <https://www.ukfinance.org.uk/app-guide/toolkit> or <https://www.takefive-stopfraud.org.uk/app-guide/toolkit/>
  - ▶ **Print Assets**
    - ▶ Consumer Guide (incl. large print, braille, Welsh and screen reader versions)
    - ▶ Leaflet (incl. large print, braille, Welsh and screen reader versions)
    - ▶ Posters and Pull-Up Banners (four designs delivered across posters and pull-up banner formats)
    - ▶ Z Card
  - ▶ **Digital Assets**
    - ▶ 1 x newsletter template
    - ▶ 1 x digital notification tile for use within apps or on websites (delivered across three sizes)
    - ▶ 12 x static tiles (delivered across two sizes and co-brandable)
  - ▶ **Video Assets**
    - ▶ 1 x longform animation (delivered across three sizes and in Welsh)
    - ▶ 5 x shortform animations (delivered across three sizes and 1 x shortform in Welsh)
    - ▶ 1 x digital screen ads (delivered across two sizes)

# Print Assets

# Consumer Guide

*Consumer-facing guidance around changes to APP Reimbursement rules*

<b>Asset</b>
Consumer Guide
Consumer Guide – Large Print
Consumer Guide – Braille
Consumer Guide – Welsh
Consumer Guide – Screen Reader
Cobranded Consumer Guide
Cobranded Consumer Guide – Large Print
Cobranded Consumer Guide – Welsh
Cobranded Consumer Guide – Screen Reader

# Leaflet

*Abridged consumer-facing guidance around changes to APP Reimbursement rules*

Asset
Leaflet
Leaflet – Large Print
Leaflet – Braille
Leaflet – Screen Reader
Cobranded Leaflet
Cobranded Leaflet – Large Print
Cobranded Leaflet – Screen Reader

# Z Card

*Abridged consumer-facing guidance around changes to APP Reimbursement rules*

**Asset**

Z Card

# Posters

*Posters communicating changes to APP Reimbursement rules*

## Asset

Poster 1

*CTA to access advice online*

Poster 2

*CTA to access advice online*

Poster 3

*CTA to access advice online*

Poster 4

*Steps to take if you've experienced APP fraud*

Poster 1 – Cobranded

*CTA to access advice online*

Poster 2 – Cobranded

*CTA to access advice online*

Poster 3 – Cobranded

*CTA to access advice online*

Poster 4 – Cobranded

*Steps to take if you've experienced APP fraud*

# Pull-Up Banners

*In-branch pull-up banners communicating changes to APP Reimbursement rules*

## Asset

Banner 1

*CTA to access advice online*

Banner 2

*CTA to access advice online*

Banner 3

*CTA to access advice online*

Banner 4

*Steps to take if you've experienced APP fraud*

Banner 1 – Cobranded

*CTA to access advice online*

Banner 2 – Cobranded

*CTA to access advice online*

Banner 3 – Cobranded

*CTA to access advice online*

Banner 4 – Cobranded

*Steps to take if you've experienced APP fraud*

# Digital Assets

# Static Tiles

*Image files that can be used online to drive audiences to guidance*

Asset
12 x Static Tiles (9:16)
12 x Static Tiles (1:1)
12 x Cobranded Static Tiles (9:16)
12 x Cobranded Static Tiles (1:1)

# Notification Image

*A single frame tile for app embedding or website navigation*

## Asset

1 x single frame tile (2048 x 1024)

1 x single frame tile (1024 x 512)

1 x single frame tile (512 x 256)

# Digital Newsletter Template

*A template for newsletter communications – members can pick and choose which blocks of content to use*

Asset	File Location
1 x HTML newsletter template	<i>Please contact the UK Finance team directly via <a href="mailto:campaigns@ukfinance.org.uk">campaigns@ukfinance.org.uk</a> if you wish to use this asset, and we will share directly.</i>

# Video Assets

# Longform Animation

*An animation that communicates the new rules and guidance in full*

## Asset

16:9 animation

9:16 animation

1:1 animation

16:9 animation – Welsh

9:16 animation – Welsh

1:1 animation – Welsh

Subtitles for accessibility use on non-automated channels

# Animation cut-downs

*A suite of 5 short videos that communicate different elements of the guidance, ideal for social syndication.*

Asset
Asset 1 (Delivered across 16:9, 9:16, 1:1)
Asset 2 (Delivered across 16:9, 9:16, 1:1)
Asset 3 (Delivered across 16:9, 9:16, 1:1)
Asset 4 (Delivered across 16:9, 9:16, 1:1)
Asset 5 (Delivered across 16:9, 9:16, 1:1)
Asset 3 (Welsh, delivered across 16:9, 9:15, 1:1)
Subtitles for accessibility use on non-automated channels

# Digital Screen Video

*An animated video communicating the changes to APP Reimbursement rules without V/O. Ideal for broadcast in branches.*

Asset
9:16 version
16:9 version

# Cobranding

# Cobranding Best Practice

- ▶ To ensure these materials are as useful to our members as possible, certain assets can be co-branded. You'll see throughout this toolkit asset-specific guidance for how best to co-brand.

*If you require any assets that are not included in this toolkit, please contact the UK Finance Campaigns Team at [campaigns@ukfinance.org.uk](mailto:campaigns@ukfinance.org.uk)*

# Thank You