



TO STOP FRAUDTM

TOOLKIT



Introduction

Fraud is the most commonly experienced crime in the UK and is a growing trend. As a result Police Scotland is launching the Fraud: Take Five Campaign which will run from Monday, 7 December 2020 to Sunday, 17 January 2021. This toolkit provides the following information:

- Information about the campaign
- Key messages
- Planned communications
- Digital assets

The campaign

The campaign will launch on Monday 7 December and will provide opportunities for partnership working and media/ social media opportunities. It will run for six weeks concluding on Sunday, 17 January.

Aim

Primary aim: To educate consumers about Fraud so that they can make a confident challenge in response to any unsolicited request for money or information.

Secondary aim: To encourage reporting of Fraud to the appropriate agency.



Audience

- ABC1 adults living in Scotland.
- SME employees with responsibility for processing payments, expenses and/or invoices.

Key Messages

Public

Criminals are experts at impersonating people, organisations and the police. They spend hours researching you for their scams, hoping you'll let your guard down for just a moment.

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 Police Scotland.

SMEs

Criminals are experts at impersonating people, businesses and the police. They spend hours researching your business for their scams, hoping you will let your guard down for just a moment.



Key Messages (continued)

STOP

If you receive a request to make an urgent payment, change supplier bank details or provide financial information, take a moment to stop and think.

CHALLENGE

Could it be fake? Verify all payments and supplier details directly with the company on a known phone number or in person first.

PROTECT

Contact your business's bank immediately if you think you've been scammed and report it to Police Scotland.



Call to Action

Visit: www.scotland.police.uk/takefive

Planned Communications

(All Scotland wide unless specified)

- **Digital Advertising**

- Facebook and Instagram newsfeed
- Twitter
- Snapchat stories
- Google Display Network
- Spotify free accounts 30 second advert
- LinkedIn
- Digital 6 Sheets – Tesco and Asda

- **Organic Social Media**

- Police Scotland Facebook/Twitter/Instagram/LinkedIn
- Police Scotland Divisional accounts
- Encourage sharing on partner channels



#TakeFive

- **Printed Materials**

- A3 posters
- A5 leaflets

- **Media**

- National press release

- **Social Media**

- Facebook:



Taking a moment to stop and think before parting with your money or information could keep you safe.

Could it be fake? it's ok to reject, refuse or ignore any requests.

Contact your bank immediately if you think you've fallen for a scam.

Visit:-

www.scotland.police.uk/takefive



Don't let fraudsters ruin your #Christmas!

#TakeFive to stop fraud

Stop - Think before parting with your money or info

Challenge - Only criminals will try to rush or panic you

Protect - Contact your bank immediately if you become a victim of fraud

Visit:-

www.scotland.police.uk/takefive



#TakeFive

o Twitter



#Coronavirus means that more of us are shopping online for Christmas. #TakeFive and protect yourself from fraud.
www.scotland.police.uk/takefive



#TakeFive and follow our tips to protect yourself from fraudsters whilst shopping online.
www.scotland.police.uk/takefive



Assets for your use

The following assets are available for your use across any of your communication channels.

Social media newsfeed graphics

Facebook 1200 x 630



Facebook 820 x 360



#TakeFive

Twitter 1500 x 500



**Take a moment to
stop and think.**

It could protect
your money.



**MY MONEY?
MY INFO?
I DON'T THINK SO!**



#TakeFive

Twitter 1200 x 675



#TakeFive

Facebook 1200 x 628



Google Ad 300 x 250



LinkedIn 1200 x 627



Spotify Ad 640 x 640



Twitter 800 x 800



#TakeFive

Contact

For any queries about this campaign or artwork requests for additional items not included in this pack please contact Police Scotland Corporate Communications:

Email: **CorpCommunicationsProjects@scotland.pnn.police.uk**

