

# FCA Co-Branded Campaign with LBC

FCA partnered with LBC to raise awareness and consideration of their website, ScamSmart, to help prevent pension scams.

## Overview

FCA created a branded campaign with LBC to raise awareness and consideration of their website, ScamSmart, aimed at preventing pension scams. The campaign successfully drove awareness, consideration and perceptions.

### Audience

Pension Holders

### Category

Finance

### Product

**LBC**

Date: November 2022



## Goal



Increase awareness and consideration.

The FCA wanted to increase awareness and consideration of their pension scam prevention website, ScamSmart.

## Results



LBC listeners were significantly more aware (+15%) of ScamSmart than non-listeners. Listeners also had a better overall impression (+17%) of ScamSmart than non-listeners. Significantly more listeners (+20%) also agreed that they were likely to consider ScamSmart in the future because of the campaign activity.

## Solution



Content Solutions on LBC.

LBC brand tailored ads, live reads & on-air interview.

Global ran co-branded content with the FCA across with LBC.

### Awareness

+15% 

Significantly more LBC listeners were aware of ScamSmart when prompted, +15% more than non-listeners.

### Perceptions

+17% 

Significantly more listeners reported they had a better impression of ScamSmart, +17% when compared to non-listeners

### Consideration

+20% 

LBC listeners said they were more likely to consider ScamSmart in the future, +20% more than non-listeners.

