



The situation

FSCS launched a campaign in January 2011 to raise awareness of the compensation scheme and encourage consumers to seek guidance and protection if needed. The campaign used a variety of media: TV, outdoor, press and online.

In 2010, GfK NOP was commissioned by COI and FSCS to assess the impact of the campaign amongst its target audience. Specifically, the research aimed to evaluate the impact of the campaign in terms of cut-through, message take-out and call to action. It also aimed to assess whether the campaign had influenced people's awareness and perceptions of FSCS and attitudes towards them as well as towards the financial services industry (the latter being a longer term goal).

The approach

The main study used a pre/post campaign approach. A mid wave was also conducted to give top line measures of campaign impact after the main TV burst. Interviews (750 at each wave) were conducted face to face, in home, using GfK's Random Location Omnibus with individuals aged 21 to 70 who owned at least one financial product.

A shorter survey, which aimed to continue the data stream from the Omnibus tracking research undertaken in 2008 and 2009, also tracked awareness and understanding of FSCS amongst 16+.

This work was supplemented by tactical studies to support PR efforts, and mystery shopping to understand the extent to which financial services providers are fulfilling their duties to inform the public about FSCS. We also held a workshop with COI, FSCS and their communications and creative agencies to pull all of the learnings together and brainstorm on FSCS' future strategic route.

The outcome

This comprehensive programme of research provided FSCS/the COI team with a robust and holistic evidence base which was shared with agency partners and external stakeholders. Overall the research learnings have resulted in a richer understanding about the audiences and contributed to future campaign planning.

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