

Entrant company name: **SHOOK & Material Focus**

Entry title: **Britain's Biggest Fraudster 'Cashes In'**

Category: **Environmental Campaign**

Brief, Objectives and Budget

Material Focus' vision is that nothing with a plug, battery or cable goes to waste. Its Recycle Your Electricals campaign raises awareness on how unwanted electricals should be sold, donated or recycled, making the most of the valuable materials they contain.

We knew 880 million unwanted electricals were in Brits' homes. Things like laptops, phones and tablets. Each household had £6K-worth gathering dust!

Our mission was to get Brits clearing out, never binning and cashing-in by giving electricals a second life.

Success would be increasing visits to Material Focus' website and data deletion guide.

Budget: Under £50,000

Idea, Research + Planning

We knew there were 880 million unwanted electricals in British cupboards, worth £6K per household if sold. But people hold onto old tech because they're [rightly] worried about data falling into the wrong hands. We needed a way to excite the media and get the message across to the public.

Solution: Forget celebrity on-screen bad guys. We worked with a REAL criminal to help Brits sell unwanted electricals and cash-in after Christmas. Tony Sales was Britain's Biggest Fraudster, stealing £30 million. He's now a security superhero and the CEO of We Fight Fraud.

With Tony's advice, we helped people confidently erase their data and cash-in, stopping valuable materials going to waste AND helping people make much-needed cash.

Omnibus data found fear of fraud was stopping Brits- especially the older generation parting with old devices, knowing for criminals, "data is the new cash."

Research also revealed people were unsure how to properly erase (not just delete) data, hence why they'd piled up an average of 31 devices.

Strategy, creativity + innovation

Working with a celebrity poacher-turned-gamekeeper was gold for media and social media, giving us the clickbait we needed for the story and the confidence the nation needed.

Tony was our 'front man' but we also built-out the idea with case studies of real people who'd successfully followed our advice- lending further credibility to the creativity. Implementing a 'can't help but click' combination, headlines such as "Former fraudster issues vital warning." further drove engagement.

By the way- we worked with the Govt's data security department to ensure all advice was validated.

Delivery + Implementation:

Stage one:

- PA exclusive centered on Tony delivering clickbait gold: "Former fraudster issues vital warning."
- Backed with additional news and interviews with Tony & Material Focus spokesperson
- Plus, creative 'moneygami' photography showing popular electricals made from pound notes and comment from Gumtree

Delivered:

- Media coverage including: The Sun, Daily Mirror, Daily Express, The Independent, Metro, Manchester Evening News, Liverpool Echo and Times Series
- Interviews including BBC Radio Leeds, Devon and Cambridgeshire
- 981 million reach

Stage two:

- Case study and feature push, including:
 - Joanne- who'd been a victim of identity theft
 - Sam- who'd made £660 in four weeks
- Journalists clearing out their own cupboards
- Advice from personal finance expert Emmanuel Asuquo
- Content from four influencers

Delivered:

- Double page spread journalist features in The Sun and Daily Mirror (as well as news coverage)
- 89K influencer content reach, 3% engagement rate

Stage three:

- Long tail/ fresh takes, including a deep-dive with Tony on BBC Morning Live

Delivered:

- 10 minute piece on BBC Morning Live, where Tony bought three items from a high street secondhand store and found they still had data on, including personal details and pictures of children!

This approach ensured we reached older audiences, who are more worried about ID theft, and younger people who are more likely to buy devices and then stockpile old ones.

Third Party Quotes:

“I’m aware there are very valuable materials (in unused electricals), so the more of it we can recycle, the better” Clive, Morning Live case study

“If more of us recycle or re-sell our electricals, that’s a win for the planet and a few extra quid for us” Georgie Barrat, Morning Live presenter

Measurement, Evaluation + Impact

- News, features, and social content drove 62,000 web hits and 328% more data deletion guide views in just four weeks.
- 80% of people now felt confident in what to do with old electricals.

Plus, the PR campaign was twice as recognised amongst the general public as the (unconnected) TV advertising during the period, via:

- 239 pieces of editorial
- 981 million reach, 62DA
- 89K reach of social content

Tony Sales = second-hand sales. Brits earned millions.

Why this should win:

- Grounded in behaviour insight
- Helped free people from fears, creatively

- Integrated approach
- Clear real-world impact, driving 62,000 web hits
- Shows PR's power to change behaviour at scale.

The text in this case study is presented as submitted in the original award entry. Where necessary, entrants have removed or redacted information considered sensitive or confidential.