



Entrant company name: **Virgin Media O2, Agencies: VCCP faith, Broadcast Revolution**

Entry title: **Daisy vs The Scammers**

Category: **Integrated Campaign**

“Hello, I’m calling from your bank as we’ve noticed suspicious activity on your account.”

For millions of Brits, often the most vulnerable, these words signal the start of a phone scam that could cost them their life savings.

At Virgin Media O2 (VMO2), we’re investing to keep our customers safe from scams– but with the UK facing a fraud epidemic we know how important awareness is.

That’s why we set ourselves a challenge; to make fraud advice engaging so people take notice, raise awareness of the relatively unknown free reporting number for scams (7726) and demonstrate how we go above and beyond to protect consumers.

This mindset pushed us to explore how new technology could provide the solution.

### **The idea, research and planning**

Our research found whilst 1 in 5 Brits experience a fraud attempt weekly and 71% wanted to get their own back against scammers, most people were unwilling to bait them themselves.

Enter the grandmother scammers will never forget. Acting as our ‘Head of Scammer Relations’, Daisy is a cutting-edge AI tool programmed to take scam calls and waste fraudsters’ time.

We gave Daisy her own phone numbers and worked with renowned scambaiter, Jim Browning, to train the AI before seeding the numbers online. Soon, Daisy started to receive real scam calls.

By keeping fraudsters in meandering conversations about everything from her family to her passion for knitting on 1,000+ calls, scammers were prevented from reaching real victims. But most importantly, after a few weeks of gathering intelligence on their tactics, we unveiled her to the world to drive mass fraud awareness.

## **Creativity and innovation**

Daisy's older persona, a deliberate choice, plays on the scammers' biases who often view the elderly as an easy target. However, we smashed this stereotype and made Daisy the unlikely yet powerful hero.

The model combines different AI tools to understand what's being said and respond in real-time. Her voice was trained using an employee's grandmother's real voice and her interests and traits were inspired by family members.

We worked closely alongside our legal team to ensure all risks were considered and overcome, including how scammers got Daisy's number and data-privacy questions.

## **Strategy and implementation of tactics**

Daisy was a PR-led campaign with a multi-layered strategy.

### **PR**

- Issued news stories, including research to demonstrate how Daisy was solving a real-life problem. Sell in was handled completely in-house, leaning on our existing media contacts with conversations under embargo to help create buzz. We created four different pitches to maximise coverage, and shared images and call recordings.
- Influencer and scam victim Amy Hart fronted the campaign to bring the human impact to life, adding authenticity to fraud awareness advice. We landed campaign-focused interviews with showbiz journalists to give us broad reach, alongside a broadcast day.
- After stress-testing the tech, we offered journalists the opportunity to interview Daisy, adapted to have a spokesperson persona.

### **Marketing**

- Collaborated with Amy (1.7m followers) on social posts helping to maximise reach
- Followed up with additional content including top tips from Daisy and a longer interaction with a scammer.
- Created an article for our newsletter—reaching millions of customers monthly—linking back to a new page on o2.co.uk with the video alongside scam advice.

### **Internal**

- Posted 'behind the scenes' footage on Workplace prior to launch, featuring Amy, teasing big news coming soon before introducing 'Daisy' video on launch, promoted by our fraud team.
- Daisy introduced our CEO at quarterly results, opening the show with thousands of employees watching.

## **Measurement, evaluation and impact**

Daisy went viral, securing 1,800+ pieces of coverage including many of the most viewed TV and radio shows including This Morning, Good Morning Britain, Morning Live, BBC Radio 4– as well as landing in every major newspaper. We achieved over than 1bn earned impressions (independent tool Agility).

Capturing public imagination, Daisy simultaneously appeared in UniLAD and The Sun, whilst also prompting feature pieces in The Times and The Spectator, helping bring our message to every demographic.

Picked up organically by news outlets worldwide, it discussed on ABC's The View with Whoopi Goldberg, appeared in the New York Times and has been dubbed into Korean, French, Spanish and Mandarin to name just a few.

Internally, we secured 36.2k views, 845 engagements and 110 shares from Team VMO2 on their own channels.

Despite minimal spend, the campaign blew up on social, generating 930,000+ organic YouTube views with hero video watched 8.7m+ times across owned channels achieving 88% positive sentiment (versus 27% KPI)

We achieved viral reach with celebrities like Chrissy Teigen (42m followers) sharing Daisy across her channels with one TikTok generating 8.6m+ views, meanwhile the Guardian's YouTube video attracted almost 1 million views (978k+) and counting (as of 3 March).

It was our most successful SEO campaign on the news site, attracting 2.1K links from 782 referring domains and 1.4K backlinks.

Independent and representative polling found the campaign achieved our highest proactive news story recognition of 2024, with 17% unprompted recall from the British public (11.4m adults) and a 6.7% uplift in brand favourability among those who recalled it.

Satisfaction with VMO2's efforts to tackle fraud increased 10% in 7 months– significantly outpacing competitors– and awareness of 7726 rose significantly from 18% to 26%, empowering more people to take action against scammers. We saw an 8% MoM increase in 7726 reports.

## **WHY DAISY SHOULD WIN**

1) We've smashed every metric we set ourselves going global despite less than £20k marketing spend. We delivered one of 2024's most memorable campaigns to drive fraud awareness, change consumer behaviour and positioning VMO2 as a fraud prevention leader.

2) We took calculated risks, including allowing an AI bot to act as a company spokesperson, and completely tore up the conventional rule book of what a fraud awareness campaign should be.

3) We took on scammers in a very British way, and won. As Andy Hamilton observed on 'Have I Got News for You', the reason it really resonated was because we had taught AI the 'art of the wind up'.

*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.*