Lloyds Bank launch fraud campaign following research that millennials most likely to fall victim to bank fraud

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Lloyds Bank has launched a new multi-media campaign to crack down on scams, including a new TV advert reminding customers that it will never ask them to move money into another account.

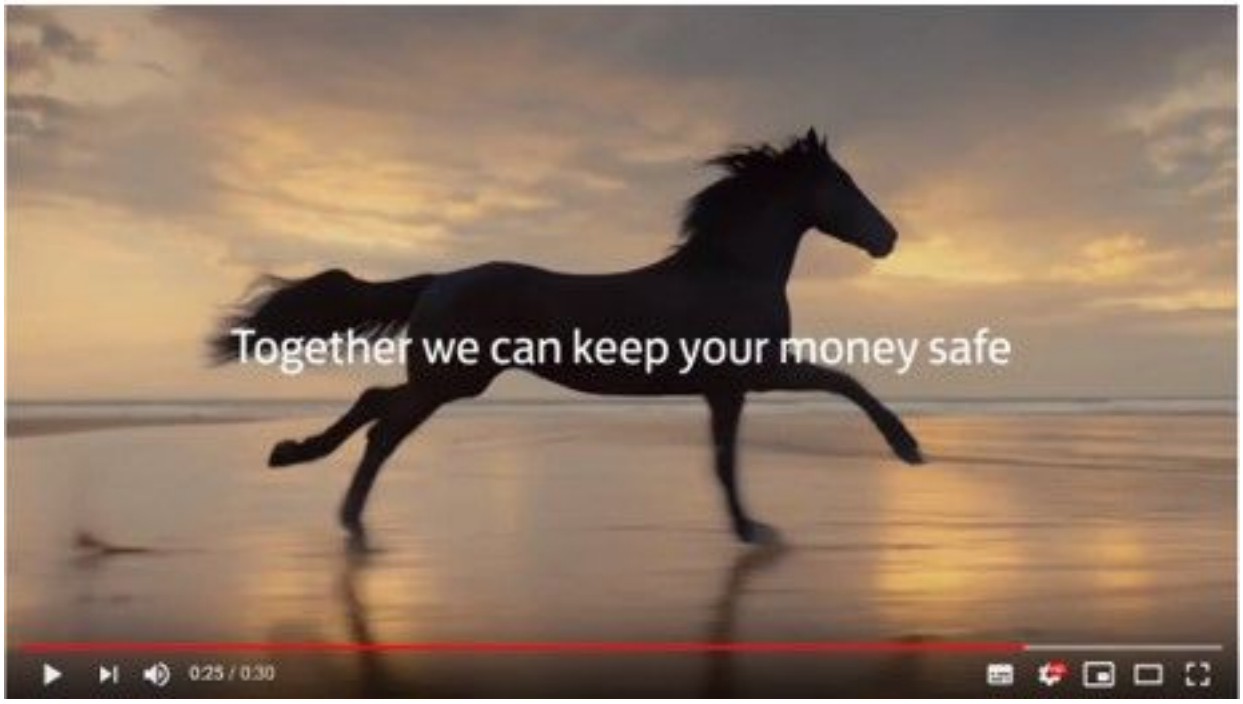
The campaign launched following recent research from Lloyds Bank and YouGov found that one in four UK adults knew someone who had been duped by a fraud and maybe surprisingly the research highlighted that more millennials are falling victim to scams designed to trick them into handing over cash to fraudsters than any other age group.

Paul Davis, retail fraud director at Lloyds Bank, said “Our new campaign will help people to recognise the signs by reminding them that we will never call and ask them to move money to another account. The more we all know about spotting scams, the safer we will all be.”

Lloyds Bank’s webpage for advice and guidance on preventing fraud can be seen here.

Watch the TV spot here.





TV Spot Screenshots