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Deputy John McGuinness

Chairman

Joint Oireachtas Committee on Finance, Public Expenditure and Reform, and Taoiseach

Leinster House

Kildare Street

Dublin 2

30 August 2023

Re: Spend by the Central Bank on paid advertising for our 2022 anti-fraud awareness campaign

Dear Deputy McGuinness,

At the Central Bank's appearance at the Committee on Wednesday 12 July to discuss Authorised Push Payment Fraud, Deputy Pearse Doherty asked a number of questions about the Central Bank's 2022 public awareness campaign "How can I protect myself from financial scams?"

Deputy Doherty asked how much paid advertising had the Central Bank used on this campaign. I responded that I believed the figure was in the region of €100,000. Having checked our records, the correct figure for spend on this campaign is in fact €2,332 including VAT.

It is important to note that the video was promoted organically, as well as through this spend on video ads, on LinkedIn and YouTube, as well as through organic posts on Twitter.



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In total, the video achieved almost 161,000 views across all channels - with 30% watching the full video.

Yours sincerely,

A handwritten signature in blue ink that reads "Colm Kincaid." The signature is fluid and cursive, with a period at the end. A horizontal line is drawn underneath the signature.

Colm Kincaid

Director of Consumer Protection