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NEW KNOCK-OFF NIGEL CAMPAIGN TARGETS ILLEGAL DOWNLOADS 2008 campaign addresses the industry's fastest growing threat

The Industry Trust for IP Awareness will launch the second phase of its Knock-off Nigel advertising campaign next week. The 2008 anti-copyright theft message will move from physical copies to illegal downloading.

The campaign's core objective - to attach a social stigma to copyright theft by likening it to other types of socially unacceptable behaviour – remains the same. However, the location of this year's advert shifts from the previous pub environment to an office setting to extend its relevance to new audiences and maintain broad appeal.

Building on the previous advertising creative, which launched in July last year and aired again over the Christmas period, the advert uses humour to address the serious issue of copyright theft. Knock-off Nigel is berated by singing colleagues for his anti-social workplace behaviour, which includes pinching their food from the company fridge, stealing money from office whip-rounds and downloading knock-off films on his lap-top.

The humorous approach is based on behavioural change campaign insights which suggest that fostering peer-to-peer engagement with the anti-copyright theft message is the most effective way to achieve public buy-in. In 2007, the strategy succeeded in doubling the number of consumers that regard copyright theft as 'cheapskate' or 'downmarket', from 22 per cent prior to the new campaign to 57 per cent after it, according to an independent tracking study by NOP. Two thirds of consumers (67 per cent) now regard copyright theft as "nothing to be proud of", compared to just 22 per cent prior to the new campaign.¹

Liz Bales, Director-General of the Industry Trust, said: "Illegal downloading is the fastest growing threat to the UK entertainment industry. We've shifted the focus of the new advertising creative to reflect that, while retaining the core message that copyright theft is as grubby and unacceptable as stealing from your peers."²

Research by Ipsos Mori indicates that illegal downloading and other forms of digital copyright theft are growing as the traditional barriers, such as lack of knowledge and long download times, erode. In 2007 the entertainment industry lost £152million to digital copyright theft alone, up from £129million in 2006.³

The advertisement, which lies at the core of the new campaign, will debut on television on the 7th July. Media slots have been cherry-picked for maximum reach among the campaign's primary audience of 16-34 year old males. They include films and US dramas, as well as appointment-to-view programming such as sport. This activity will be supported by radio advertising on male orientated stations such as TalkSport, XFM, Virgin and Choice, and online marketing on key sites, including The Sun, Nuts TV (online) and Yahoo.

The Knock-off Nigel advertising campaign forms part of a three-pronged attack on copyright theft by the entertainment industry, which deploys different sets of messages to reach the widest possible audience. The social stigma element is supported by positive PR to reinforce the purpose and value of copyright in protecting creativity in the UK, as well as an enforcement strand which educates the public about legal alternatives and reminds them of the penalties for copyright infringement

¹ The initial NOP survey was carried out between 17th -22nd May 2007. Based on 1993 UK adults aged 16+. The follow-up study, which replicated the questions in order to track the campaign's progress was carried out between 5th – 16th December 2007. Based on 1966 UK adults aged 16+

² IPSOS Mori research carried out for the BVA in November 2007. Sample was consistent with earlier waves: 2000 adults aged 15+ who were interviewed by Ipsos in their own homes as part of its Capibus study

³ IPSOS Mori research, as above.