Intellectual Property Office

IPO's Approach to Engaging Younger Audiences on Intellectual Property Messages

Innovative strategies fostering IP awareness among youth

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Building early understanding and respect for IP

Supporting young creators, innovators and problem-solvers

- Introducing IP concepts early through curriculum aligned teaching resources
- Supporting teachers with materials and accessible platforms
- Encouraging creativity and innovation through partnerships that resonate with children

Shaping informed and responsible young consumers

- Using insight driven campaigns to address attitudes and behaviours
- Targeting high risk groups with tailored messaging on counterfeits and infringements
- Working with influencers, local authorities and partners to extend reach

EVIDENCE LED APPROACH TO ENGAGING YOUNG PEOPLE

Research driven engagement

IPO uses behavioural and educational research to design age-appropriate, relevant IP learning for young people.

Creative teaching methods

Storytelling, game play and relatable brands / characters are integrated to enhance children's understanding of IP concepts.

Curriculum integration

IP education is aligned to national curricula, complementing subjects like art, design and citizenship to aid teacher adoption.

Continuous improvement and partnerships

IPO evaluates its resources and collaborates with education and industry to keep IP education effective & relevant

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WORKING IN PARTNERSHIP

Real-world learning

The IPO partners with organisations like Taskmaster Education to combine humour, relatability with IP learning. Whilst programmes like Kids Invent Stuff help young people link imagination to innovation and IP protection.

Maximising reach and engagement through influencers

The IPO's work with influencers engages directly with its audience.

Delivering campaigns with industry

Partnering with brands on enforcement campaigns ensures relevance to the audience and roots the campaign in real-world risk to the user.

EDUCATION

Curriculum alignment and adaptability

Integrates IP awareness into relevant subjects through appealing resources

Collaborative resource development

Resources are created with educators ensuring age-appropriate language, interactive formats and real-world relevance

Accessible by default

Resources available on dedicated support platform bringing together IP learning materials

Iterative improvement and ecosystem support

Continuous updates based on teacher feedback, supported by outreach events, competitions and teacher networks to boost engagement and cultural impact

CRACKING IDEAS
TEACHING & LEARNING RESOURCES

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CASE STUDIES

TASKMASTER EDUCATION

The Challenge: Get 100 secondary schools across the UK to adopt new learning resources that integrated intellectual property learning concepts.

The Opportunity: IP concepts are most powerful when young people experience them through creativity — not just learn about them in the abstract.

What Worked

Culturally relevant format: Taskmaster's familiar TV brand gave students "permission to be silly" and lowered barriers to creative risk-taking

Learning through play: challenge-based tasks built IP understanding alongside skills like teamwork, oracy and problem-solving

Competition and gamification: points-based structure drove sustained engagement across diverse school settings

Impact

Teachers reported improvements across creative thinking, communication, resilience and IP understanding

Schools successfully embedded in secondary schools across the UK

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KIDS INVENT STUFF

The Challenge: IP concepts were largely inaccessible to primary-age children, with few engaging entry points for 4–11 year olds.

The Opportunity: Children are natural inventors — the challenge is giving their ideas a real-world context that makes IP concepts feel relevant and exciting.

What Worked

Making creativity tangible: children's invention ideas were turned into working prototypes, showing IP has real value

Trusted, authentic voices: engineers Ruth Amos and Shawn Brown brought credibility and relatability to IP concepts

Nationwide competition: gave pupils a genuine stake and a reason to engage

Impact

Thousands of invention entries submitted across the UK

Free educational resources accessed by schools nationally

Children experienced firsthand how creative ideas can be developed, protected and celebrated

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MANCHESTER

The challenge: Campaign to provide a narrative to Operation Vulcan, helping residents and students understand the rationale for enforcement activity and the wider harm counterfeit trading causes in the area.

Community Engagement: Worked with a vocational education college local to the area to build a consumer campaign alongside IP education.

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MANCHESTER

Messaging

College / Students - Messaging considered Manchester's history of the textile industry, and the detrimental impact of counterfeiting on jobs and local employment post-education.

Local community – safety, fairness and social impacts of counterfeit trade to the local area

Adaption – used locally relevant language to ensure it resonated with how audiences refer to counterfeit goods.

Outcomes

Increased reports to Crimestoppers

Three day pop up in the city centre with Greater Manchester Police and Trading Standards 'The Real Deal'

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TOYS

The Challenge: Young adults (18-34) had low awareness of risks from counterfeit toys (only 18% recognised dangers).

What Worked

Lead with harms: anchor in cultural moment: surge in fake ‘Labubu’ seizures created a relatable hook

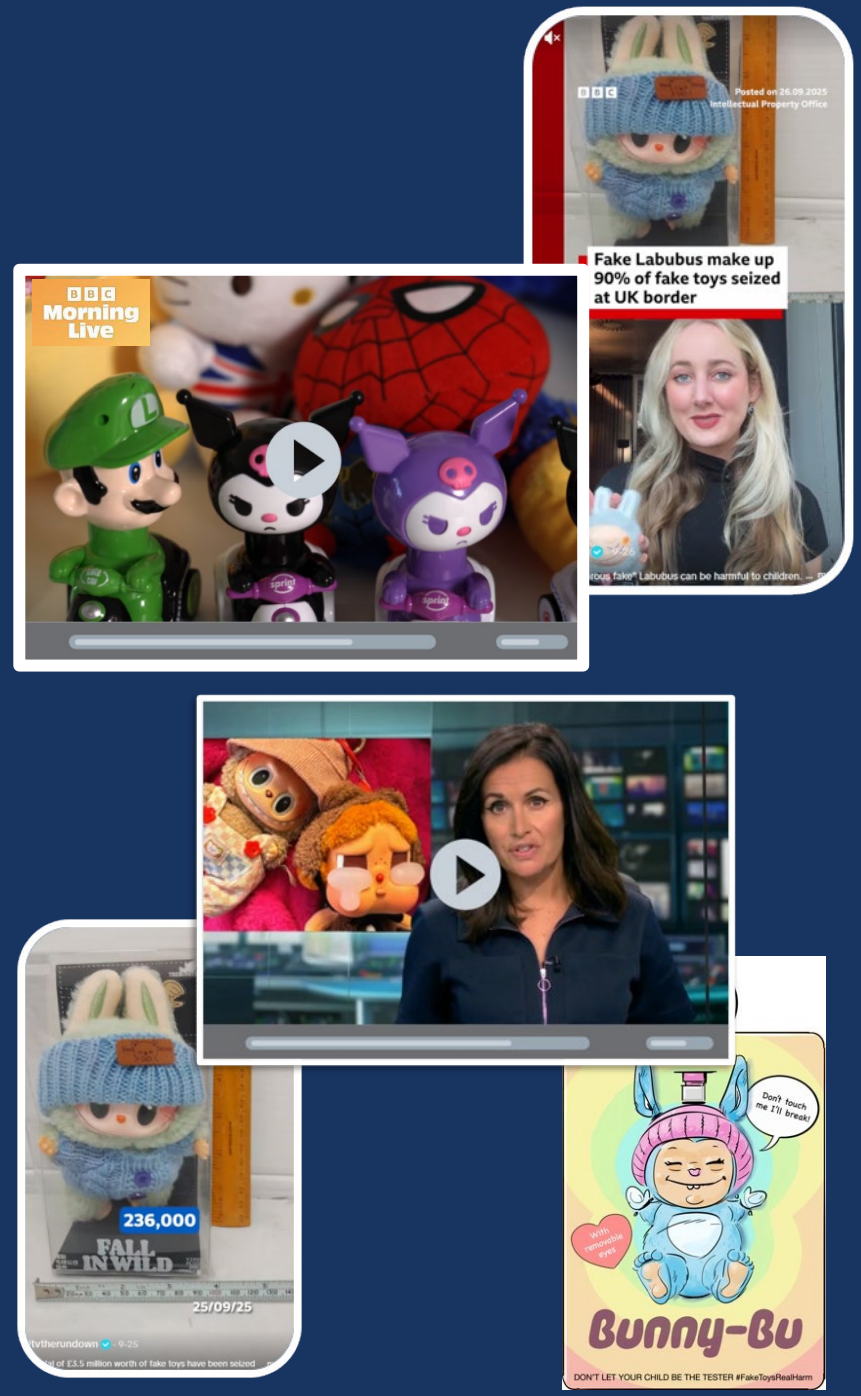
Use trusted influencers: BudgetingMum translated our messaging into relatable content for her audience which resonated

Impact

29% of 18–34-year-olds recalled messaging on counterfeit toy harms

27% spontaneously mentioned the Labubu story

After exposure 72% knew more about dangers, 56% felt more confidence spotting fakes, 70% more likely to check authenticity



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BEAUTY

The Challenge: Young consumers (18-30) were routinely exposed to counterfeit beauty & hygiene products but did not recognise the products as a risk.

What worked

People-led storytelling: creators from beauty, nail tech framed IP risks through authentic experience

Leaning into industry aesthetics: Visuals were highly stylised peeling away to show the horrors of counterfeits

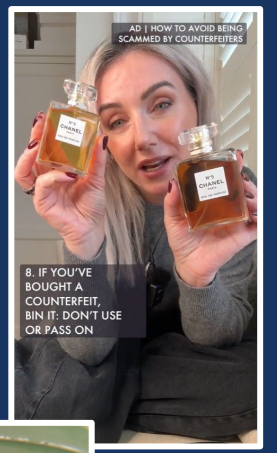
Combing paid ads with creator content delivered large reach and authentic narrative

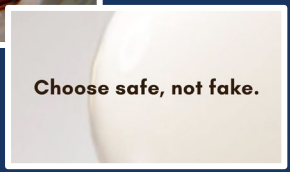
Impact

Over 800,000 post engagements via paid social

Influencer content sparked high-quality conversations about health risks and safe purchasing

Campaign deterred audiences from buying counterfeits with 94% saying it put them off





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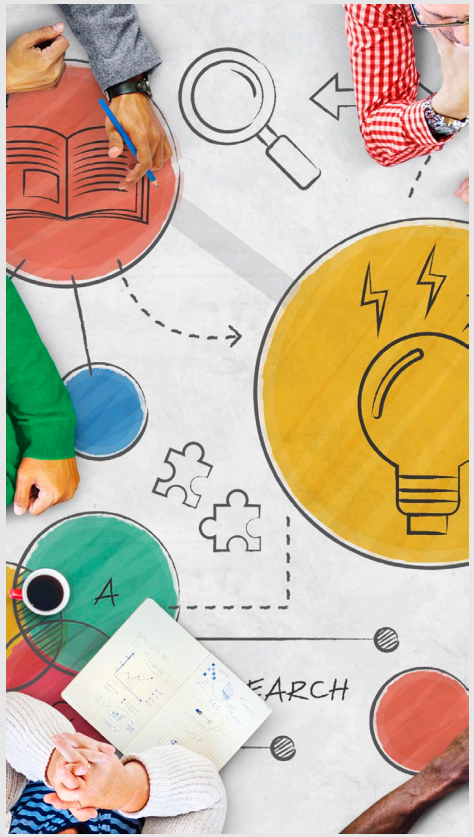
IMPACT OF IPO YOUTH ENGAGEMENT



Wide public reach and increasing national conversations on counterfeits

IP enforcement stories widely covered across UK media –elevating national conversations around the risks of counterfeits, and positioning the IPO as a trusted spokesperson on IP enforcement

Continuous improvement based on evidence

Learnings from each campaign are considered and fed into future work to improve our approach to engage audience and build trust with stakeholders.

Reaching younger and hard to reach audiences

Partnerships with schools, youth organisations, and community groups have expanded reach to younger and harder-to-reach audiences, embedding learning at an early stage.

Strengthen trust with carefully selected partners

Providing unbiased, practical guidance, strengthens trust with stakeholders and educators, local authorities and youth workers who view IP education materials as authorative and easy to use resources that support their own outreach.

ACTIONABLE TAKEAWAYS

Timely Campaign Integration

Align campaigns with trends / events makes messaging more relevant and engaging

Feedback

Using competitions and challenges drives engagement and builds in feedback opportunities

Partnerships

Partnerships through education, industry, influencers and law enforcement has extended our reach ensuring young people encounter IP messaging across multiple touchpoints.

Evidence Gathering

Surveys and research help understand motivations and risks around messaging and campaign approaches.

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