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OVERVIEW OF THE COMMUNICATIONS AND CAMPAIGNS DEVISED FOR YOUNGER AUDIENCES BY THE UNITED KINGDOM INTELLECTUAL PROPERTY OFFICE

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ABSTRACT

In this contribution, the United Kingdom Intellectual Property Office (UKIPO) provides an outline of its approach to engaging younger audiences on intellectual property (IP). The Office has devised a comprehensive school engagement program to align with key stages of national curricula. It includes IP-focused teaching materials that were created in partnership with educators. The Office's evidence-led approach has been refined for consumer audiences, with specific activities focused on educating younger consumer groups about the harm caused by counterfeit goods. The impact of the Office's work has grown thanks to collaboration between researchers, policymakers and the Office, as well as local authorities, platforms and industry bodies in the United Kingdom. The Office will provide more detail during its presentation at the eighteenth session of the Advisory Committee on Enforcement in June 2026.

* The views expressed in this document are those of the author and not necessarily those of the Secretariat or of the Member States of WIPO.

I. UPSCALING EVIDENCE-BASED CAMPAIGNS IN THE UNITED KINGDOM

1. For more than a decade, the United Kingdom Intellectual Property Office (UKIPO) has combined single-track campaign planning and delivery with broader professional communication support across the Office. The work has progressed in scope and scale and is designed to promote awareness of and respect for intellectual property (IP) early on among inventors, creators and consumers, all of whom are equally important for the IP landscape.
2. Children are unlikely to engage with government content and IP is not a compulsory component of national curricula. UKIPO has therefore produced and promotes optional resources to help teachers to incorporate IP into related school subjects. The resources have been co-developed with educators to ensure that they are appropriate for their audience.
3. The Office continually reviews and innovates its educational resources to encourage their use and maximize impact. They were previously available on a custom website (www.crackingideas.com). After government websites were streamlined under GOV.UK, the Office moved its content to Times Education Supplement (TES Online), a prominent online resource widely used by teachers in the United Kingdom that is free of charge and easily accessible. In 2024, an additional move brought together the IPO's education, academic and small and medium-sized enterprises (SMEs) resources onto the IP Support platform.
4. In 2024, the Office partnered with Taskmaster Education, building upon its successful collaboration with Kids Invent Stuff, a science, technology, engineering and mathematics (STEM)-focused children's invention channel. The aim of the partnership is to extend the Office's reach in raising IP awareness among young people by leveraging the appeal of the Taskmaster TV show through creative and engaging formats.
5. The Taskmaster Education Challenge was developed to encourage creativity, innovation and IP awareness among pupils aged 4 to 11. In October 2024, the Challenge was launched nationwide and young people were encouraged to submit their invention ideas. The winning invention was brought to life by Kids Invent Stuff and shared on its popular YouTube channel in March 2025, to coincide with British Science Week.
6. This work demonstrates how carefully chosen partnerships can help UKIPO to achieve its goals and broaden its reach. Developing relationships with well-established platforms such as Taskmaster Education and Kids Invent Stuff has helped the Office to deliver tangible demonstrations of IP principles in practice.

II. YOUNGER AUDIENCES: BEYOND THE CLASSROOM, INTO THE MARKETPLACE

7. The Office's annual research program includes a variety of studies, such as regular incidental analysis, trends in patents and trademarks applications, and one-off studies that address identified evidence gaps. Two examples are its Online Copyright Infringement and Counterfeit Goods trackers, which are commissioned and managed by UKIPO. In those surveys, respondents are asked about their attitudes and purchasing behavior regarding legitimate and IP-infringing goods and services.
8. Based on the resulting long-term insight and data gathered since 2022, the year when the Counter-Infringement Strategy was introduced, the Office proposed and secured approval for a new delivery model that moved away from cyclical engagement activities to

focus on planned, customized and short-term campaigns aligned with organizational priorities. That has helped the Office to broaden the scope and scale of its campaign activities and to shift attitudes, perceptions and behavior across targeted consumer demographics. Its commitment to this new approach is embedded in its IP Counter-Infringement Strategy for the period 2022 to 2027.

9. The goal is to deliver self-contained activities, supported by insight and data, that will change the attitudes and behavior of specific audiences, followed by assessments to inform subsequent efforts. While previous activities reached around 250,000 people per year, campaigns now deliver focused IP messaging to some 32.5 million people annually. Those campaigns have received professional communications awards for their design and implementation.

III. NEW APPROACH IN 2022/2023: KEY OUTCOMES

10. The Office's ambition and proposal had to be bold while remaining mindful of its limited public profile, budget and capacity. It therefore focused on co-delivery through partnerships with external organizations, influencers and industry bodies. That was supported by integrated communications across paid advertising, social media, public relations and educational outreach. Five main campaigns were run under its program for 2022/2023:

- **Cracking Ideas:** an IP education campaign targeting Key Stage 1 and 2 teachers (teaching classes of pupils aged 5 to 11) through STEM subjects, achieving 5,254 downloads of educational resources and 209 entries into a competition from outreach workshops.
- **Counterfeit Electricals:** a Christmas campaign targeting 18 to 35-year-olds that generated 570,000 impressions via paid media and over 700,000 impressions via influencers. The campaign also generated 6 million impressions via targeted social media activity.
- **Manchester Regional Campaign:** the aim of this campaign, run in partnership with Manchester City Council and a local college, was to educate Greater Manchester residents about counterfeit goods in Cheetham Hill, an area that had unfortunately earned the moniker of "counterfeit capital of Europe". The campaign generated 857,000 impressions via paid media and over 7 million impressions via transport advertising.
- **Fake Football Shirts:** launched to coincide with the FIFA World Cup in 2022 and targeting male football fans aged 18 to 30, the campaign generated 3.3 million impressions via paid media and 2.9 million impressions via influencers.
- **Fake Toys Campaign:** partnership with the British Toy and Hobby Association targeting parents and guardians. It achieved 10,000 page views on the "Made for Mums" article, with an average dwell time of four minutes.

11. With those campaigns, the Office achieved the following:

- Total reach exceeding 32.5 million people across all campaigns
- A total of 29 articles in the national press and 323 in the local press
- Coverage on a leading national TV show reaching 1.4 million viewers

- A 57 per cent increase in Crimestoppers reports relating to counterfeits in the Greater Manchester area
- Strong engagement metrics across social media platforms
- Professional communications industry awards and nominations

IV. STRATEGIC PARTNERSHIPS

12. The campaigns resulted in significant proactive engagement from major platforms, such as Meta, Amazon, Sky and TikTok. They worked with the Office on campaign messages, anti-counterfeit guidance for United Kingdom consumers and data sharing.

V. CHALLENGES AND LEARNING

13. The Office's ongoing evaluations identified the following delivery challenges:

- Governance approval processes that have an adverse impact on delivery timetabling
- Internal resistance to change and varying appetite for risk
- Difficulties with clearance processes and stakeholder support
- Problems inherent in demonstrating significant degrees of behavioral change, particularly in connection with illicit activities

VI. CONCLUSION

14. UKIPO has shifted its approach from narrow, school-focused activities to a dynamic mix of large-scale outreach and targeted interventions for younger consumers. By partnering with industry bodies, influencers and external organizations, and using a variety of channels, the Office has delivered high-impact, low-cost campaigns that reach high-risk audiences, build credibility and shift behavior.

15. The Office will present more detail on its approaches, related challenges and improvements, the outcome of its 2024/2025 program, and insights from live 2025/2026 campaign data, at the eighteenth session of the Advisory Committee on Enforcement in June 2026. The presentation will focus on key successes, practical lessons learned and areas for improvement.

16. The Office looks forward to sharing how it delivers results through well-planned coordinated activity, despite tight budgets, competing priorities and a crowded media landscape.

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