



IMPACTING GLOBAL BEHAVIOR

When most think of Jamaica, it is the relaxing island music and beautiful beaches, not the possibility of financial ruin that comes to mind. When FairPoint Communications discovered that Jamaican telephone scammers were targeting Maine, New Hampshire and Vermont customers, including vulnerable senior citizens, Montagne sprang into action. A fully integrated strategic communications campaign was launched to raise public awareness about the 30,000 daily calls and \$300 million defrauded each year. The Beware: Scams from Area Code 876 campaign – so named for the Jamaican area code 876 from which the calls originated – engaged local, national and international law enforcement and senior groups such as AARP, with the goal of uncovering and putting a stop the criminal behavior.

Bewareof876.com was created, featuring victim testimonials, tips on preventing phone scams and resources to support victims. Press conferences were held throughout northern New England raising awareness of the scam and Public Service Announcements were aired across the region featuring actual audio of phone scammers in action.

These efforts led to over more than 161,000 website visits and nearly 180 local, national, and international media stories, including ABC News, NBC News, CBS News, and Dan Rather Reports, as well as government action taken by both the U.S. and Jamaica. The campaign compelled the U.S. Senate to hold hearings on matter, forced the Jamaican government to launch a task force to crack down on the scams and enact legislation to extradite scammers to be tried in U.S. courts. Most importantly, Beware: Scams from Area Code 876 restored peace of mind to FairPoint's customers.