



Media Release

ABS launches anti-scam mascot Canny to continue fight against scams

Canny is a visual alert to remind consumers to be on guard against scams

Singapore, 6 November 2024 – The Association of Banks in Singapore (ABS) has launched Canny, the anti-scam mascot, to support member banks’ fight against scams. Canny will serve as a common visual cue for the banking industry to prompt families, especially children and youth, to be alert against fraud. Member banks will progressively adopt Canny in their anti-scam education efforts.

As part of the launch, a six-month social media campaign has commenced on ABS’ [website](#), [Facebook](#) and [Instagram](#) channels, with the support of member banks, to generate public awareness about Canny’s role and to raise vigilance among bank customers against digital scams.

Canny originates from the winning entry of the ABS Anti-Scam Mascot Design Competition conducted earlier this year. The concept features a watchful chameleon that blends in the background to alert potential victims to avoid scams.

The name “Canny”, which means shrewdness and good judgement, was decided upon after extensive consultations with ABS’ member banks. Customers can look forward to seeing colourful Canny in physical and digital formats: Standees, t-shirts, plushies, fridge magnets and grocery bags; as a sticker, an animated gif and even videos.

ABS Director Mrs Ong-Ang Ai Boon said: “We must all do our part in the fight against scams, and with Canny, we want to add to the ongoing national anti-scam efforts.

“We believe Canny, as a colourful mascot, will be a powerful visual cognitive circuit breaker that will empower customers to be their own hero in the fight against scams. Over time, Canny will become an anti-scam visual in everyone’s minds and remind customers to always stop, check, don’t click yet.”

Mrs Ong-Ang, Ms Loretta Yuen, Chair of the Customer Education Workstream of the ABS Standing Committee on Fraud, and Head of Group Legal and Compliance, OCBC Bank, and Ms Karen Ngui, Managing Director & Head, Group Strategic Marketing & Communications at DBS, ABS’ Chairman bank, launched Canny at the ABS booth stationed at the Singapore Fintech Festival. Visitors to the ABS booth will have the opportunity to play games and quizzes and win Canny prizes.

Ms Yuen said: “Protecting our customers is a top priority. We all play a part – from banks to telcos to consumers themselves – the fight against scams needs ‘all hands on deck’. Consumers are the first line of defence and must remain vigilant. This is not easy as scammers’ tactics are always evolving and becoming more sophisticated. As an industry, we can help through consistent education and awareness campaigns. That is where Canny comes into play, breaking down complex threats into easy-to-remember tips and identifiable telltale signs to remind consumers to stay alert to scammers and their ever-changing schemes.”



Ms Karen Ngui, DBS Managing Director & Head, Group Strategic Marketing & Communications, said the bank would look into ways to integrate Canny, the mascot, into anti-scam education efforts.

Ms Ngui said: “Protecting our community from scams requires a concerted industry-wide effort. Through educational initiatives featuring Canny, we aim to spark more conversations on scam awareness and create a heightened sense of vigilance and care. It is essential for each and every one of us to always stay alert and informed amid today’s fast evolving digital landscape.”

Standard Chartered Singapore has adopted Canny, and the mascot will make an appearance at the Standard Chartered Singapore Marathon on 1 December, with the support of two ABS Ekiden relay teams running the marathon wearing Canny the Anti-Scam Mascot t-shirts.

Mr Andrew Chia, Head of Wealth and Retail Banking, Singapore, ASEAN and South Asia at Standard Chartered Bank, said: “Scams are becoming increasingly sophisticated, making it more important than ever for individuals to stay vigilant in protecting themselves. We are proud to support the launch of Canny by introducing the mascot at the upcoming marathon. As Singapore’s largest local race with close to 55,000 runners, this presents a valuable opportunity to raise awareness, educate the public and empower customers to recognise and avoid scams before they can cause harm. At Standard Chartered, we are continuously enhancing detection mechanisms as well as security features such as launching Money Lock to provide our customers with a secure and safe banking experience.”

Besides launching Canny, ABS has also commissioned ACT3 Theatrics to perform anti-scam skits in primary and secondary schools. Each skit will last between 20 and 30 minutes, with games and quizzes thrown in. The school programme is expected to start in the first quarter of 2025.

“We want the school children to get the anti-scam message early, and help bring it home to their family members,” ABS’ Mrs Ong-Ang explained.

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About Canny the Anti-Scam Mascot

Canny the Anti-Scam Mascot is a visual alert to YOU to be on guard against scams. Canny reminds YOU to stay alert and vigilant against scammers.

Scammers are like chameleons, always changing their methods to catch unsuspecting victims off-guard, and to steal YOUR hard-earned money.

They can pose as an “e-commerce seller” with an irresistible deal, a “successful investor” with an investment idea that promises extremely high returns, a “friend” in urgent need of money, a “recruiter” with a tempting job offer, or they can pretend to be a banker or government official.

Scammers trick victims into giving them money, or their digital banking credentials. They also seek control of your bank account for use in their nefarious schemes (a criminal offence for which offenders may be jailed and/or fined).

Although digital banking services offer convenience and speed, there are malicious actors such as scammers in the digital world.

Banks will do their part to guard you from online fraud. They implement anti-scam controls and measures, and keep you updated on the latest scam threats.

However, ultimately, YOU need to be your own hero in the fight against scams.

Canny reminds you to stay vigilant and cautious:

- **Do not** rush to share your personal information.
- **Do not** send money to unverified parties.
- **Do not** hand over your bank account to others.

When you see Canny, remember to **Stop. Check. Don't Click Yet.**

About the Association of Banks in Singapore

The Association of Banks in Singapore (ABS) plays an active role in promoting and representing the interests of the banking community in Singapore. In doing so, ABS works closely with the relevant government authorities and other stakeholders towards the development of a sound financial system in Singapore. Since its establishment in 1973, ABS has promoted common understanding and trust among its members and projected a unifying voice on banking issues. It has brought its members closer together through various guidelines and banking practices as well as the support of projects of mutual benefit to face the challenges of the financial and banking communities in Singapore. Today, ABS has a membership of over 150 local and foreign banks.

More information on the ABS is available on the association's website, www.abs.org.sg.