# Martin Lewis warns of soaring deepfake scams exploiting his image in £20m frauds



Consumer advocate Martin Lewis has recently issued a crucial warning regarding a deceptive deepfake video circulating online, which manipulates his likeness to promote a fraudulent investment scheme. The video falsely claims that Lewis, renowned as the founder of MoneySavingExpert and a familiar face on ITV, is offering daily stock market tips through a WhatsApp group. He highlighted the video on social media, urging his 3.1 million followers on X, formerly known as Twitter, to exercise caution.

The manipulated footage showcases Lewis seemingly discussing US President Donald Trump's newly imposed tariffs while announcing the purported WhatsApp group for stock investment recommendations. However, upon becoming aware of the video, Lewis was quick to denounce it as a scam. He admonished his followers to report the video and to warn others, asserting, “PLEASE KEEP YOUR EYE OUT FOR THIS SCAM DEEP FAKE AI VIDEO!” Lewis additionally clarified that the original poster of the video should not be blamed, stating, “He ISN'T the scammer; this was his jokey way of reporting it to me.”

This incident is not Lewis’s first encounter with the misuse of his image. He has become a target for AI scammers over the years, with research indicating he tops the list of beloved celebrities exploited by these fraudsters. A recent investigation by ITV's Tonight uncovered the alarming trend of criminals leveraging AI technology to impersonate trusted figures, including actors and musicians, to swindle victims out of their life savings. One case highlighted involved a French woman who lost nearly £700,000 after being deceived into believing she was in a relationship with actor Brad Pitt, with the scammer using deepfake images and videos to sustain the ruse.

Statistics from Action Fraud, the UK’s national reporting centre for fraud and cybercrime, reveal that Martin Lewis was featured in 1,151 scam adverts from 2022 to 2023 alone. The exploitation of his image has reportedly led to losses exceeding £20 million, a figure he damningly described as part of the “horrendous” and “perverted” reality of being targeted by criminals.

In addressing the broader issue of deepfake technology, Lewis characterised the phenomenon as “frightening,” asserting that it could ruin lives. He has been vocal about the need for governmental and regulatory bodies to intervene more effectively to combat such scams. Recently, he condemned yet another deepfake video in which he appeared to endorse an investment scheme associated with Elon Musk, underscoring the alarming ease with which sophisticated technology can be misused.

The rise of these scams is particularly worrying, with con artists increasingly using celebrity identities to defraud vulnerable individuals, including the elderly. In one case, a woman in her nineties was conned out of £13,000 by an imposter masquerading as singer Tom Jones, while another man was tricked into sending nearly £1,000 to a fraudster claiming to be Celine Dion. Such stories illustrate a growing need for both consumers and regulators to be vigilant against this evolving threat.

In the face of these challenges, Lewis continues to advocate for consumer protection and has called for heightened awareness and regulatory measures to combat the spread of deceptive deepfake content. His commitment to safeguarding the public against financial injustice remains steadfast, as evidenced by his ongoing warnings about the pervasive danger posed by AI-generated scams.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.dailymail.co.uk/news/article-14772245/Money-Saving-Expert-Martin-Lewis-deepfake-AI-video.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[2]](https://www.itv.com/news/2023-07-07/martin-lewis-issues-warning-not-to-fall-victim-to-deepfake-scam-video)
* Paragraph 2 – [[1]](https://www.dailymail.co.uk/news/article-14772245/Money-Saving-Expert-Martin-Lewis-deepfake-AI-video.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[3]](https://www.moneysavingexpert.com/news/2023/07/beware-terrifying-new--deepfake--martin-lewis-video-scam-promoti/), [[6]](https://news.sky.com/story/amp/martin-lewis-warns-against-frightening-ai-generated-scam-video-12916848)
* Paragraph 3 – [[5]](https://www.bbc.com/news/uk-66131229), [[6]](https://news.sky.com/story/amp/martin-lewis-warns-against-frightening-ai-generated-scam-video-12916848), [[7]](https://www.express.co.uk/news/uk/1788450/martin-lewis-scam-elon-musk)
* Paragraph 4 – [[4]](https://www.bbc.com/news/uk-66130785), [[6]](https://news.sky.com/story/amp/martin-lewis-warns-against-frightening-ai-generated-scam-video-12916848)
* Paragraph 5 – [[1]](https://www.dailymail.co.uk/news/article-14772245/Money-Saving-Expert-Martin-Lewis-deepfake-AI-video.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[6]](https://news.sky.com/story/amp/martin-lewis-warns-against-frightening-ai-generated-scam-video-12916848)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.dailymail.co.uk/news/article-14772245/Money-Saving-Expert-Martin-Lewis-deepfake-AI-video.html?ns_mchannel=rss&ns_campaign=1490&ito=1490> - Please view link - unable to able to access data
2. <https://www.itv.com/news/2023-07-07/martin-lewis-issues-warning-not-to-fall-victim-to-deepfake-scam-video> - Martin Lewis, the founder of MoneySavingExpert, has issued a warning about a deepfake video circulating online that falsely depicts him endorsing a fake investment project associated with Elon Musk. The video, which uses AI technology to mimic Lewis's appearance and voice, has been shared on social media platforms like Facebook and Instagram. Lewis described the video as 'frightening' and urged the government and regulators to take action against such scams, highlighting the potential harm they can cause to individuals and the need for stricter regulation of online content.
3. <https://www.moneysavingexpert.com/news/2023/07/beware-terrifying-new--deepfake--martin-lewis-video-scam-promoti/> - MoneySavingExpert has warned about a new scam video featuring a deepfake of Martin Lewis promoting a fake investment scheme linked to Elon Musk. The video, which appeared on Facebook and Instagram, uses AI to convincingly replicate Lewis's likeness and voice, misleading viewers into believing it's a legitimate endorsement. Lewis has urged the public to report such scams and called for increased regulation to prevent the spread of deepfake content, emphasizing the potential financial and emotional harm to victims.
4. <https://www.bbc.com/news/uk-66130785> - Martin Lewis expressed concern over a deepfake scam video circulating on Facebook, which uses AI to create a realistic imitation of him endorsing a fake investment scheme. He described the experience as 'weird and pretty frightening' and warned that without proper regulation, people could be tricked into losing money. Lewis emphasized the need for industry regulation to prevent such scams and protect consumers from financial harm.
5. <https://www.bbc.com/news/uk-66131229> - Martin Lewis has described a new deepfake scam video featuring his likeness as 'frightening'. The AI-generated video falsely portrays him endorsing a fake investment project associated with Elon Musk. Lewis highlighted the potential dangers of such scams and called for increased regulation to prevent the spread of deepfake content, emphasizing the need to protect consumers from financial harm.
6. <https://news.sky.com/story/amp/martin-lewis-warns-against-frightening-ai-generated-scam-video-12916848> - Martin Lewis has warned against a 'frightening' AI-generated scam video that uses a deepfake of him to promote a fake investment scheme linked to Elon Musk. The video, which appeared on Facebook, uses AI technology to convincingly replicate Lewis's appearance and voice, misleading viewers into believing it's a legitimate endorsement. Lewis emphasized the need for government and regulators to take action against such scams to prevent financial harm to consumers.
7. <https://www.express.co.uk/news/uk/1788450/martin-lewis-scam-elon-musk> - Martin Lewis has warned of a new scam involving a deepfake video of him promoting a fake investment scheme associated with Elon Musk. The video, which appeared on Facebook, uses AI technology to convincingly replicate Lewis's appearance and voice, misleading viewers into believing it's a legitimate endorsement. Lewis emphasized the need for government and regulators to take action against such scams to prevent financial harm to consumers.