# Martin Lewis warns public over deepfake scam video exploiting his image for fake investment tips



Consumer advocate Martin Lewis has issued a stark warning about a new scam perpetuated through deepfake technology, which misrepresents him in a video. This footage, circulating on social media, purportedly features Lewis discussing stock market tips and promoting a WhatsApp group for daily investment advice. In stark contrast to the crafted narrative, Lewis has branded the video a fraudulent creation aimed at defrauding viewers.

With over 3.1 million followers on X (formerly Twitter), Lewis took to the platform to alert his audience to the deceptive video. The content not only presented a fabricated endorsement regarding U.S. President Donald Trump’s tariffs but also falsely claimed he was initiating a WhatsApp group for investment recommendations. In his social media response, he implored followers to report the video and highlighted the importance of caution: “PLEASE KEEP YOUR EYE OUT FOR THIS SCAM DEEP FAKE AI VIDEO!”

Even more concerning is the broader context of AI-generated scams where Lewis is regularly misrepresented. Research conducted earlier this year indicated that the consumer finance expert was the most impersonated figure by fraudsters, with his image appearing in 1,151 scams documented in 2022 and 2023 alone. This exploitation, resulting in nearly £20 million lost to scams featuring his likeness, has provoked profound concerns from Lewis, who described the misappropriation of his reputation as both “horrendous” and “perverted.” He expressed distress over how his mission to assist consumers is being undermined by criminals capitalising on his public image.

Speaking to various media outlets, including ITV, Lewis has characterised these scams as “frightening,” asserting that the use of deepfake technology is not just a technological curiosity but a serious threat to public safety and financial stability. He has previously voiced the urgent need for government and regulatory responses to combat the rapid rise of these fraudulent practices. In a recent interview, he noted the distressing nature of being digitally manipulated, stating, “To have that perverted, to be used by criminals, to take advantage of my reputation is horrendous.”

The manipulation of celebrity likenesses through deepfake technology is on the rise in the UK, alongside various other high-profile public figures who have been similarly victimised. For instance, scams have successfully deceived individuals into believing they were interacting with stars like Taylor Swift and Brad Pitt. Frighteningly, some individuals, particularly elderly pensioners, have reportedly lost substantial sums to con artists posing as these celebrities, having been tricked into believing they were being asked for financial help.

As authorities grapple with the implications of generative AI, social media platforms are facing pressure to enhance their moderation policies. While some companies have made strides in combating such content, the sheer volume and sophistication of deepfake scams present significant challenges. Experts emphasise that as deepfake technology becomes more accessible, the risk of financial and emotional harm to consumers will only increase.

Lewis's pleas for regulation resonate amid growing calls for enhanced protections against online fraud, positioning the legal frameworks as a critical battleground in the fight against deeply entrenched scams. As public figures continue to be exploited, it underscores a pressing need for ongoing vigilance and robust regulatory measures to safeguard consumers from these modern-day predicaments.

### 📌 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), [[4]](https://www.bbc.com/news/uk-66130785), [[5]](https://www.ft.com/content/f390bf57-d3bd-4462-a722-cd1b755589a3)
* Paragraph 3 – [[3]](https://www.ft.com/content/fcbdc88f-bbfd-4338-915a-9ef7970b2123), [[6]](https://www.theguardian.com/uk-news/2024/oct/18/martin-lewis-online-scam-wild-west-fake-rachel-reeves-ad)
* Paragraph 4 – [[6]](https://www.theguardian.com/uk-news/2024/oct/18/martin-lewis-online-scam-wild-west-fake-rachel-reeves-ad), [[7]](https://www.bbc.com/news/articles/clyvj754d9lo)

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## 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 linked to Elon Musk. He described the video as 'frightening' and urged the government to regulate such 'deepfake' media to prevent financial harm to the public. The video shows a manipulated version of Lewis promoting a non-existent investment opportunity, highlighting the dangers of AI-generated content being used for scams. ([itv.com](https://www.itv.com/news/2023-07-07/martin-lewis-issues-warning-not-to-fall-victim-to-deepfake-scam-video?utm_source=openai))
3. <https://www.ft.com/content/fcbdc88f-bbfd-4338-915a-9ef7970b2123> - The Financial Times discusses the rise of deepfake scams facilitated by generative AI technology, which allows scammers to create convincing fake videos of public figures endorsing fraudulent schemes. Martin Lewis, among others, has been impersonated in such scams, leading to significant financial losses. The article also highlights the challenges social media platforms face in moderating this content and the need for stricter regulations to protect consumers. ([ft.com](https://www.ft.com/content/fcbdc88f-bbfd-4338-915a-9ef7970b2123?utm_source=openai))
4. <https://www.bbc.com/news/uk-66130785> - Martin Lewis expressed his shock and concern over a deepfake scam video featuring his likeness, which was used to promote a fake investment scheme. He described the experience as 'weird and pretty frightening' and warned that such scams could deceive people into losing money. Lewis emphasized the need for industry regulation to prevent the spread of such fraudulent content. ([bbc.co.uk](https://www.bbc.co.uk/news/uk-66130785?utm_source=openai))
5. <https://www.ft.com/content/f390bf57-d3bd-4462-a722-cd1b755589a3> - Rafał Brzoska, a Polish billionaire, is seeking support from prominent Polish figures to sue Meta over the proliferation of 'deepfake' scams using AI-generated impersonations on its platforms. Brzoska aims to include around 150 notable Polish individuals in the lawsuit, highlighting the global issue of deepfake scams and the need for tech companies to take responsibility in combating such fraudulent activities. ([ft.com](https://www.ft.com/content/f390bf57-d3bd-4462-a722-cd1b755589a3?utm_source=openai))
6. <https://www.theguardian.com/uk-news/2024/oct/18/martin-lewis-online-scam-wild-west-fake-rachel-reeves-ad> - Martin Lewis has warned of the 'wild west' of online scams following a fake advert featuring his image promoting a non-existent investment scheme. He called for regulatory action to tackle such fraudulent activities, emphasizing the need for tech firms to implement measures to protect users from illegal content online. ([theguardian.com](https://www.theguardian.com/uk-news/2024/oct/18/martin-lewis-online-scam-wild-west-fake-rachel-reeves-ad?utm_source=openai))
7. <https://www.bbc.com/news/articles/clyvj754d9lo> - Des Healey, a kitchen fitter from Brighton, lost £76,000 after falling victim to a scam advert on Facebook that used a deepfake of Martin Lewis promoting a non-existent bitcoin investment scheme. The article highlights the personal impact of such scams and the challenges in combating them, with Lewis expressing his concern over the misuse of his image to defraud individuals. ([bbc.com](https://www.bbc.com/news/articles/clyvj754d9lo?utm_source=openai))