

Brand Protection



Engaging digital
solutions for **fashion**
and **luxury brands**

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Introduction

The need for a fast and reliable method to prove that branded products are authentic is arguably as old as trade itself. Trademarks have been found on everything from ancient Chinese pottery to Greek vases to Roman bricks and wine. Laws against infringements are documented from the Middle Ages, when guilds forced everyone from bakers to goldsmiths to mark their work in an effort to freeze out inferior replicas. If this effort contained the counterfeits it certainly didn't stop them.

We created this guide to describe newer, more advanced methods of brand protection.

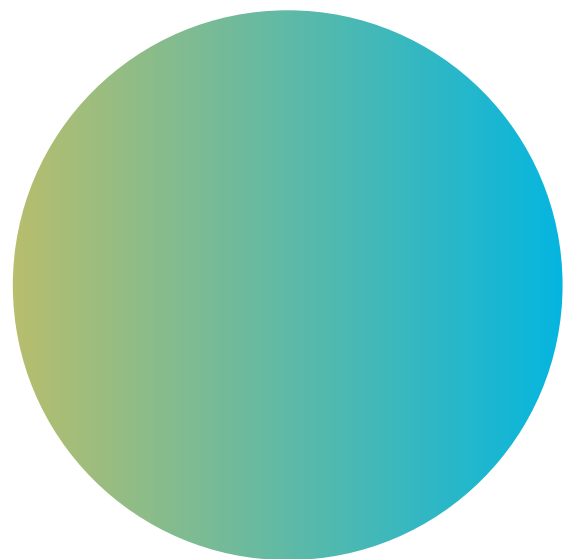
Based on artificial intelligence, image recognition, and networking technologies, these methods give brands a valuable opportunity to engage and connect digitally with consumers who are shopping for authentic products.

Background

**A problem
no brand
can afford
to ignore**

The International Trademark Association estimates global losses from counterfeiting and piracy will reach US \$4.2 trillion by 2022. The implications for brands are lost revenues, damaged reputations, and eroded returns to R&D and production efficiencies, to name just a few.

Even worse are the implications for a brand customers and for society at large. Our collective health and safety, access to meaningful employment, environmental standards, the rule of law — all are at risk when counterfeit products succeed in passing themselves off as authentic.



3 Anti-Counterfeiting Myths

Myth #1 When products are counterfeited, it means your brand has “made it”

Instead of selling obvious fakes at steep discounts, modern counterfeiters pass off high-quality fakes as authentic goods on legitimate-looking websites and in multi-brand stores. In other words, they're hijacking sales from customers who want authentic products.

Consumers connected by social media are sharing stories about counterfeits and demanding solutions. Research shows that as many as **75% of consumers who buy a fake online were scammed** while shopping for an authentic product, and 85% say they want more help from brands to recognize when a product is the real thing.



Myth #2 Brand loyalty will falter if you admit that there are counterfeits on the market

Addressing counterfeits directly can actually strengthen brand trust. Providing a solution that allows consumers to shop your brand with confidence will

increase, customer satisfaction and, in turn, have a positive impact on how your brand is perceived.

Myth #3 Anti-Counterfeit solutions don't deter grey markets or parallel distribution

It's true that most anti-counterfeit technologies aren't effective for monitoring grey market diversions and parallel distribution. RFID codes, for example, lose their power to exchange data when a product travels outside a brand's authorised distribution network.

Meanwhile, analog solutions like holograms and distinctive product features send back no data at all. **What can help is a digital authentication solution that engages consumers to authenticate products with a smartphone and, in the process, identify the store or website where the product is listed for sale.**



Brand Protection by the numbers



1 in 4

consumers shopping online get tricked into buying a counterfeit

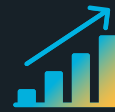
Source:
Certilogo data 2016



86%

of consumers want brands to protect them from fakes

Source:
MarkMonitor 2017



81%

of brands with excellent customer experience outperform competitors

Source:
Help Scout

Building brand loyalty in 2019 means building connections with consumers on their mobile devices.

Today 75% of consumers expect to find a consistent, familiar experience across every point of contact with the brand — from stores and customer care personnel to website and social media channels to affiliations with influencers and third-party shopping apps.

Ultimately, no brand can stay relevant today without a plan to reach consumers with timely digital information when and where it matters, and especially while they shop.

It's no wonder that consumers love their smartphones. Having immediate access to information makes them feel knowledgeable, in control, and well prepared.

It makes sense, then, that consumers would expect a trusted brand to include mobile solutions that remove the uncertainty and hassle of inadvertently buying a counterfeit product while shopping for an authentic one.

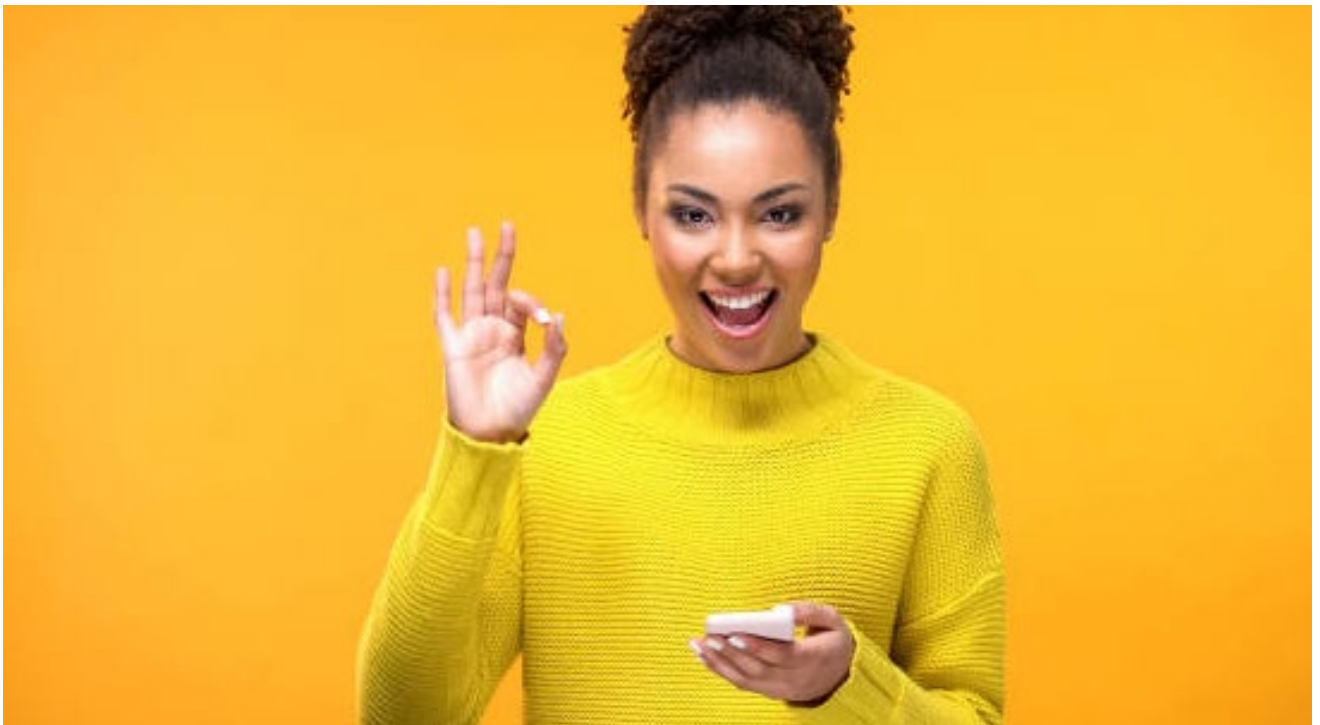
Making authenticity visible

Digital authentication **delivers proof** that a product was manufactured by the brand on its label, following the standards for quality, performance, and social responsibility embraced by that brand.

And unlike the traditional certificate of authenticity — a printed certificate or trust mark on a product's packaging — a **modern product authentication** can deliver its trust marks digitally, directly to the smartphone, tablet or desktop screen of the consumer who connects to verify the product.

Digital authentication is a powerful new source of added value for consumers — and for anyone invested in protecting brand value.

The result: **proof of authenticity** becomes a visible, verifiable attribute of a brand's products that is stored in a protected on-line server, available to consumers when and where they want it.



Engaging your customer to help with Brand Protection

The power of collaboration

Digital solutions for product authentication with a smartphone for personal digital device are stronger, cheaper and more effective than traditional methods of brand protection.

Most importantly, digital authentication with a smartphone can be used by everyone, with or without professional training or expensive specialised readers.

Applying a unique identification code to each product — a process referred to as

serialisation — can be the foundation for a powerful defense against counterfeit incursions anywhere in the legitimate supply chain, because they can allow a brand, trusted partners, and even the end consumer to quickly and easily distinguish fake products from genuine ones.

Just remember that, since serialisation codes can be copied, product security does not come from the code itself. It comes from the digital match between the unique number, a specific product, and the information stored in a protected online source.

Engaging your customer to help with Brand Protection



Engaging consumers to protect brand equity in fashion

In the case of premium and luxury fashion, for example, an online or bricks-and-mortar retailer who values its reputation will appreciate having a method to authenticate the products it sources and sells on to consumers.

Similarly, consumers buying from a multi-brand retailer, e-commerce site, or online marketplace will find it reassuring to confirm they received the same authentic item they paid for.

And unlike an authentication service that is restricted to use by authorised retailers or brand inspectors, digital authentications by consumers have the added value of uncovering fraud by retailers who sell fake products as real, either unintentionally or deliberately.

When authentication happens digitally, a brand can opt to receive real-time or batch alerts with the who-what-when-where of every unexpected event, whether that's a counterfeit product being sold as authentic or an authentic product being sold to consumers in an unexpected location.

The end result for brands is rich and actionable data that makes it easier than ever to monitor your brand's legitimate and illegitimate supply chains, from the factory floor to the consumers' hands.

Certilogo

In a phrase, digital authentication is a win-win method for modern brand protection. Consumers get a fast and reliable confirmation the product is authentic. Brands get rich data on everything from the name,

location, language and social profile of the user — with all legal and privacy permissions — to the name and location of the retailer, to the date and time the authentication was performed.

Connects with your existing technology solutions



Serialization



QR Code



NFC



RFID

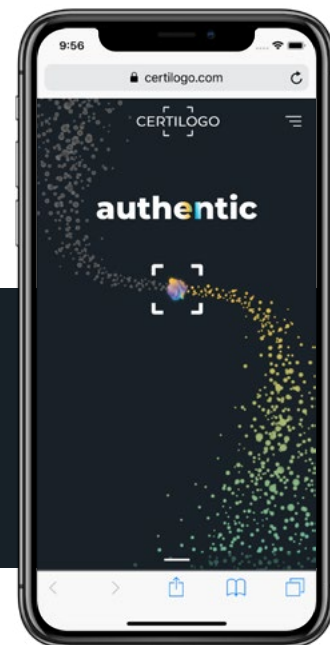
Blockchain Ready

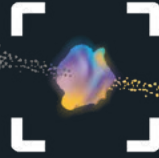
That's why Certilogo was born: to deliver timely, authentic brand experiences to loyal consumers, beginning with a safe and simple confirmation that a product is authentic and made by the brand on its label.

Our cloud-based anti-counterfeiting platform allows anyone, anywhere in the world, to authenticate a branded product quickly, easily and reliably, using any smartphone or connected device.

It's an innovative and cost-effective method to reward loyal customers, enrich the purchase experience, and collect actionable intelligence to detect and deter counterfeits.

Founded in 2006, Certilogo handles 1 request for digital product authentication every 10 seconds from more than 180 countries.





About Us

180 Countries
10 Languages
Any digital device

Certilogo engages high-value fashion and luxury consumers to authenticate their purchases everywhere they shop — a disruptive digital service that, since it was created in 2006, has grown to serve 1 user every 8 seconds in 180+ countries and 10 languages.

Participating brand products are connected to the Certilogo platform with unique identifiers in RFID, NFC, QR, numeric, and fingerprint formats that are recognised instantly when

consumers interact with the service using a smartphone or digital device.

Authenticating a product engages consumers with a best-in-class digital experience before and after purchase and connects them directly with the brands they love. The same real time results unmask clones and replicas of brand labels, safeguarding loyal customers and ensuring data integrity for products tracked in private databases and distributed blockchain ledgers.



2018 Winner
Best Use of
Artificial Intelligence
in Fashion

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