12 Best Practices for a Successful Brand Protection Program

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Featured Speaker

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Agenda

- The Discipline of Brand Protection
- 12 Best Practices
- Summary
- Questions
What is Brand Protection?

…and why is it important to YOUR organization

- Relatively new business discipline necessitated by the growth of counterfeit products, gray market goods, theft and fraud permeating global commerce across all industry sectors.
- It sets strategic direction for anti-counterfeiting measures, operational practices and public policy.
- It focuses on securing the supply of products to help protect customers/users/patients, uphold brand image and sustain business value.
- Performance is measured strategically by charting the effects of implementing supply chain best practices.
1. Corporate Culture

‘No Tolerance’ for Brand Abuse

- Starts at the top of the organization – as a mandate
- Responsibility of every employee
- Investigate all incidents
- Invest in brand protection technologies
- Evolve from incident management to preventive measures
- Reduce risk to supply
2. Incident Management

Identify Patterns

- Evolve from a tactical to a preventive culture
- Catalog every incident: trends, names and patterns
- Determine common elements (clues)
- Comprehensive big data capture & analysis
3. Communication & Training

Unify the Culture Around Prevention

- Conduct new employee awareness and annual training
- Define counterfeiting and gray market diversion, using examples
- Cover legal and ethical procedures
- Evolve from incident management to preventive measures
- Ensure regular communication
4. Market Surveillance

Audit the Marketplace

- Investigate unfamiliar sellers and sites
- Uncover misrepresentation
- Conduct random purchases. Check…
  - Product authenticity
  - Documentation
  - Pricing & policies
5. Commercial Insights

Mining Big Data

- Extract market intelligence from legitimate trade patterns
- Mine big data: sales history, new ‘ship to’ locations, order size
- Slice data by brand, channel of trade and time
- Aberrations help identify violators
6. Cyber Security

External vigilance is a small price to pay

- Brands must guard against fraudsters using their brand to conduct phishing and malware attacks, across multiple digital channels
- Protect employees, customers and prospects from fraudulent schemes
7. Distributor Compliance

Brand Protection driven distributor agreements

- Shift contract terms with 3rd parties – a shared commitment
- Implement “trust with verification”
- Only permit purchases from the manufacturer
- Audit for supply and financial integrity
8. Theft and Diversion Protection

Prevent inventory pilferage and cargo theft

- 24-hour surveillance cameras
- Smart locks
- Tandem driver teams
- Seals on trailer doors
- Covert GPS devices onboard
- Track & trace technologies
- Facility security procedures
9. Product Protection

Authentication and Tracking Movement

- Implement overt, covert or forensic authentication of product/packaging
- Track product movement with chain of custody tracing
- Intent is to increase control and visibility of supply chain
10. Product Returns

Avoid giving return credit for fakes

- Safeguard the returns processes
- Avoid aggregation of returns by 3rd parties
- Ensure proper documentation
- Scan labels for authenticity
- Check return history for unusual patterns
11. Product Destruction

Avoid reintroduction into supply chain

- Ensure goods earmarked for destruction are not reintroduced into supply
- Recommendation is to have trusted employees document disposal firsthand
12. Equipment Disposition

Risks of Selling-off Production Equipment

- Assign risk to production equipment that could be used by counterfeiters
- Avoid auction sites
- Extend controls to contract manufacturers & packagers
- Destroy high-risk printing plates, tooling, etc.
Summary

Embrace Brand Protection & Supply Chain Integrity

1. Start with a company-wide “no tolerance” commitment and ongoing training for all employees

2. Assess product risks and supply chain vulnerability by examining known incidents and patterns

3. Use legitimate market intelligence and market buys to uncover aberrations from authorized trade

4. Implement comprehensive set of preventive best practices across the enterprise and at external stakeholders

5. Measure results and re-evaluate best practices annually
Questions
Thank You!

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