



2011 Silver Effie Winner

'Fake It All!'

Category: **CSR**

Brand/Client: **Brand Protection Group**

Primary Agency: **Leo Burnett Beirut**

Strategic Challenge:-

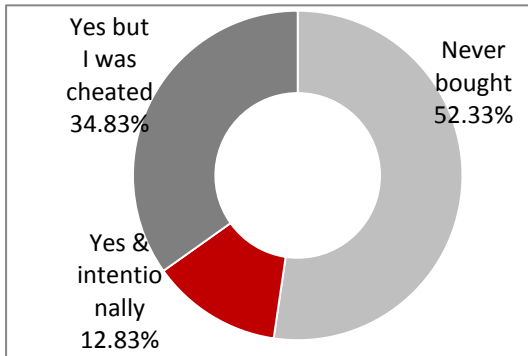
Counterfeit products are a national problem in Lebanon. Although it's difficult to estimate clearly, its impact is clear:

- The Community at large face risks to their health.
- There is an abuse to consumers' rights whether the consumer is aware or is not aware that he is purchasing a counterfeit
- The treasury loses much needed customs, income tax, and VAT revenues
- Manufacturers and distributors lose revenue and are therefore inclined to reduce their investments, advertising, employment and other expenditures in Lebanon
- The image of Lebanon is damaged and inward investment is reduced
- There exists very little education, training or support in the matter.
- These activities often go hand in hand with, and facilitate corruption

According to the last and only study on the subject made by PriceWaterHouseCoopers in 2003, "Counterfeit and smuggled products in Lebanon cost the government between \$75-100 million in lost revenue annually". Addressing the problem needs the collaboration of all the community at large: government – brand-owners & distributors – shop-owners and consumers. It certainly needs a significant enforcement effort by the government too, but given Lebanon's free and open markets, war-torn history, and resource-constrained governmental institutions, the input & support of brand owners and consumers is highly needed. That is why the Brand Protection Group was born, a coalition of leading manufacturers and distributors determined to combat counterfeiting. And that is why they came to us to create a campaign that would educate consumers on the threat, train business owners on the recognition and responsibility, support the government capabilities and allow various communities to thrive through the growing mass awareness. If every-day users can help in reporting fake products, BPG and the Ministry of Economy and Trade can then act on these claims to take necessary legal actions.

Your entry may have one or all of the following objectives: A. Business, B. Behavioral, C. Perceptual/ Attitudinal. Give specific goals for all of these if all apply to your campaign. Provide a % or # for all goals. If you do not have a specific type of objective (e.g. no quantifiable objectives), state this in the entry form and explain why and why the objectives you do have are significant and challenging in

the context of your category, etc. You must provide benchmark and context for your goals versus years prior and in context of competitive landscape and category. Explain: What was the behavioral or perceptual/ attitudinal response you were looking for in the context of your competition and category? Examples: to meet a concrete share or sales target; to obtain a specific behavioral response, to modify existing brand perceptions, to establish new product awareness.



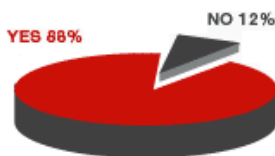
Have you ever bought a counterfeit product intentionally or not intentionally and found out you have been cheated?

(Out of 600 interviewed in client survey 2009)

Since practically half the population is affected by counterfeit, either intentionally or not, we had 2 main objectives:

- 1) To increase awareness and open the community’s eyes to the fact that it is everywhere, yet difficult to be seen and noticed. They need to be aware for their own safety and health.
- 2) To report counterfeit products by calling the call center and enabling the BPG and the Ministry to solve these complaints. Even with people’s high faith in the hotline as seen in the pie chart, previously, they were receiving very few calls.

➔ Do you think that the hotline of the Ministry of Economy and Trade will help reducing the number of fake products in the Lebanese market?



Client Survey 2009 & Call Centre Data

Call Center	Complaints
3/1/2011	2
3/2/2011	7
3/3/2011	6
3/4/2011	4
3/5/2011	1
3/6/2011	1
3/7/2011	7
3/8/2011	5
3/9/2011	2



The Big Idea:-

What was the idea that drove your effort? (The idea should not be your execution or tagline. State in one sentence)

The closest things to us can be fake, so we need to look harder and protect our community consumer rights.

Bringing the Idea to Life:-

Was your idea driven by a consumer insight or channel insight or marketplace / brand opportunity? Explain how it originated and how the big idea addressed the challenge.

Our client discovered that virtually every type of product is exposed to counterfeiting, including shampoos, baby toiletries, adult skincare, beauty products, oral hygiene products, dishwashing liquids, laundry and cleaning detergents, most major brands of cigarettes and batteries and even pharmaceuticals and automotive spare-parts. All these are alarmingly dangerous and so widespread. And mostly, they're going unnoticed or casually overlooked. The threats that these "oversights" cause are numerous, and at times fatal. From allergic reactions, poisoning to electric shocks the spectrum of dangers is shockingly large. So we didn't want fake products to be just a topic of discussion - they're a part of our everyday lives, whether we know it and care about it or not! We wanted our message to be *felt* more deeply and even *experienced* by the public in order to shake them up and awaken them to this problem. We realized that simply stating the important truth and key take-out, that "The closest things to you can be fake", and then exaggerating this in action was the best way to demonstrate the danger of counterfeit products and get them to use the call center. The community at large was targeted, and the call center was ready to responsibly handle all incoming inquiries and reports of a counterfeit nature. So we set out to give people a direct taste of the problem, and seized the opportunity of using the approaching International Counterfeit Day on March 15th.

Describe and provide rationale for your communications **strategy** that brings the idea to life, as born from the insights and strategic challenge described above. How did your **creative and media strategies** work together? Describe the channels you selected and why selected, justify the work and demonstrate how your idea addresses your challenge. How did the channels work together?

With minimal monetary costs, we wanted to reach people from every demographic. So we chose to do so unconventionally through diverse marketing channels, using the most popular media they consume. We went after their favorite newspapers, TV and radio shows. For each type of media, we wanted our message to be felt and experienced. So we carried out different stunts to grab their attention.



Firstly we launched the awareness building TVC and outdoor billboards the week preceding March 15th. Then we used International Counterfeit Day to launch the biggest orchestrated stunt in the history of the Middle East:

This unique initiative took an almost invisible issue, and put it on a platform for the whole community to see, pushing consumers to take action and contact the call center at the first sign of counterfeiting.

- To reach the biggest newspaper readership in the country, we used the front page as a demonstration to prove how widespread counterfeit is. For the first time in the history of the regional press, a newspaper was willing to put its readers to the test by faking its front page logo. The day before March 15th, as part of this joint experiment, the highest nationally circulated newspaper asked its readers to spot the difference and report it by calling the call center. However, as expected, very few people noticed. So the next day on International Counterfeit Day, the experiment's purpose was revealed: "You need to look harder, the closest things to you can be fake."
- We sent out an imitation mob in the biggest mall in town to impersonate people, imitate their every gesture and educate them on "fake" products we displayed for a demonstration. This mass act of awareness sensitized the community at large, allowing the client to help push the counterfeiting issue to the forefront.
- Training sessions were conducted with various store owners to educate them on the best possible methods of detecting counterfeit goods.
- An educational kit in collaboration with the Consumer Protection Directorate at the Ministry of Economy & Trade was created and distributed to all shop owners, via a widespread door to door campaign in the hopes of raising the level of awareness around counterfeiting and fake goods. All establishments that cooperated and supported the initiative were identified with a sticker on the door of their businesses.
- To reach the country's biggest TV viewership, we attacked the highest rated TV show ever, during prime time TV. Marcel Ghanem, the iconic host of the most watched socio-political TV program on the nation's leading station willingly fell victim to our anti-counterfeit campaign. Our fake look-alike host, who happened to be our agency's Managing Director, opened his show instead live on air. This was a "coup-de-maitre", as Mr. Ghanem is renowned for his passionate concern and care for Lebanon, its heritage, and its communities, and has long been referenced as an honest and fair guiding light when tackling social issues that affect the Lebanese. Also, a representative from BPG was invited on the show to talk about the dangers of counterfeit, and its consequences on the overall health of consumers at large.
- Three famous radio show hosts also had a fake presenter fill in for them on air during prime time, educating the listeners on how easy it is to fall for an imposter.
- The Lebanese social media was shaken by a disturbing reality when 250 influencers were impersonated on facebook. We created fake profiles using our victims' real profile pictures and very similar names. When the victims received friend requests from their impostors, panic struck the social media scene. Within 24 hours, all our victims had asked their friends to report the fake profiles as news of the issue spread. We then sent a personalized message to the targeted individuals, explaining the campaign and offering them an exclusive media kit. This digital coup was the first of its kind, allowing us to spread the awareness to the digital community and sensitizing them to the issue.



Communication Touch Points:-

<input checked="" type="checkbox"/> TV <input checked="" type="checkbox"/> Spots <input type="checkbox"/> Branded Content <input type="checkbox"/> Merchandising <input checked="" type="checkbox"/> Program/content <input checked="" type="checkbox"/> Radio <input type="checkbox"/> Spots <input type="checkbox"/> Merchandising <input checked="" type="checkbox"/> Program/content <input checked="" type="checkbox"/> Print <input type="checkbox"/> Trade/Professional <input checked="" type="checkbox"/> Newspaper - print <input type="checkbox"/> Newspaper - digital <input type="checkbox"/> Magazine - print <input type="checkbox"/> Magazine – digital <input type="checkbox"/> Print partnership <input type="checkbox"/> Direct <input type="checkbox"/> Mail <input type="checkbox"/> Email <input checked="" type="checkbox"/> PR <input type="checkbox"/> Events	<input type="checkbox"/> Packaging <input type="checkbox"/> Product Design <input type="checkbox"/> Cinema <input checked="" type="checkbox"/> Interactive <input type="checkbox"/> Online Ads <input type="checkbox"/> Web site <input type="checkbox"/> Viral video <input type="checkbox"/> Video skins/bugs <input checked="" type="checkbox"/> Social Networking Sites <input type="checkbox"/> Podcasts <input type="checkbox"/> Gaming <input type="checkbox"/> Mobile Phone <input type="checkbox"/> Other <input checked="" type="checkbox"/> OOH <input type="checkbox"/> Airport <input type="checkbox"/> Transit <input checked="" type="checkbox"/> Billboard <input type="checkbox"/> Place Based <input type="checkbox"/> Other <input type="checkbox"/> Trade Shows <input type="checkbox"/> Sponsorship	<input checked="" type="checkbox"/> Retail Experience <input type="checkbox"/> POP <input type="checkbox"/> Video <input checked="" type="checkbox"/> In-Store Merchandizing <input type="checkbox"/> Sales Promotion <input type="checkbox"/> Retailtainment <input checked="" type="checkbox"/> Guerrilla <input checked="" type="checkbox"/> Street Teams <input type="checkbox"/> Tagging <input type="checkbox"/> Wraps <input type="checkbox"/> Buzz Marketing <input type="checkbox"/> Ambient Media <input type="checkbox"/> Sampling/Trial <input type="checkbox"/> Consumer Involvement <input type="checkbox"/> WOM <input type="checkbox"/> Consumer Generated <input type="checkbox"/> Viral <input type="checkbox"/> Other:
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Additional Marketing Components:-

None

Total Media Expenditure:-

Under \$ 500 Thousand

Results:-

The use of traditional media spanning over a period of one month combined with the innovative use of nontraditional media way concentrated over 48 hours along with targeted CSR efforts created an exponential effect in terms of word of mouth and increased awareness and media exposure.

With a budget of only \$50,000, and in a country with a total of 4 million people:

- 3.6 million people saw our awareness TVC (IpsosStat)
- 7000 outlets were reached through the 2 awareness campaigns
- 490,560 saw our newspaper stunt (IpsosStat)
- 721,360 witnessed our TV & radio stunts (IpsosStat)



- 27,000 people saw our mall stunt (estimated mall shoppers and added with online viewership)
- 43,890 engaged online through extensive blogger coverage (estimated based on bloggers' reach and the conversations generated)
- Used as a case study in a social media course at the leading Middle Eastern university, AUB.
- In total, 92% of the population was aware of the dangers of counterfeit and the need to report it. (Media Agency calculations)
- Estimated overall free media coverage was worth \$375,000 (Media Agency calculations)
- The call centre witnessed an unprecedented increase in the number of callers. (Client results)