



BASCAP

CONSUMER AWARENESS





Phase 1: A 15 MONTH PROCESS (2008 – 2009)

DESK RESEARCH:

July 08 / Feb. 09

- Analyzed existing research
- Reviewed consumer awareness campaigns
- Interviewed experts for best practices and lessons learned

QUALITATIVE RESEARCH:

March / July 09

- 20 focus Groups (London, Mexico, Moscow, Delhi, Mumbai and Seoul).
- Test previously identified hypotheses.
- Identify drivers of counterfeit purchases, deterrent messages and communications tools.
- Understand links between drivers of counterfeit purchase and message effectiveness.

QUANTITATIVE RESEARCH:

April / July 09

- 1000 Consumer interviews in 5 key markets UK, Russia, Korea, Mexico and India.
- Built on insights from global desk research and focus groups and validate hypotheses tested in focus groups .



Research Sample

Qualitative:

180 participants from
Capital cities (about
36 per country)

From Medium Low to
High income levels

Groups balanced on
Gender and Age

Regular or occasional
CF purchasers . With
a few persons that
purchased CF goods
unwillingly in each FG

Quantitative

1000 respondents per
country

Nationally representative
samples

Quota approach based
on Gender / Age / Region
/ Income level for
household

5 countries Age
breakdown:

18-24: 17%

25-34: 26%

35-49: 34%

50 + : 24%

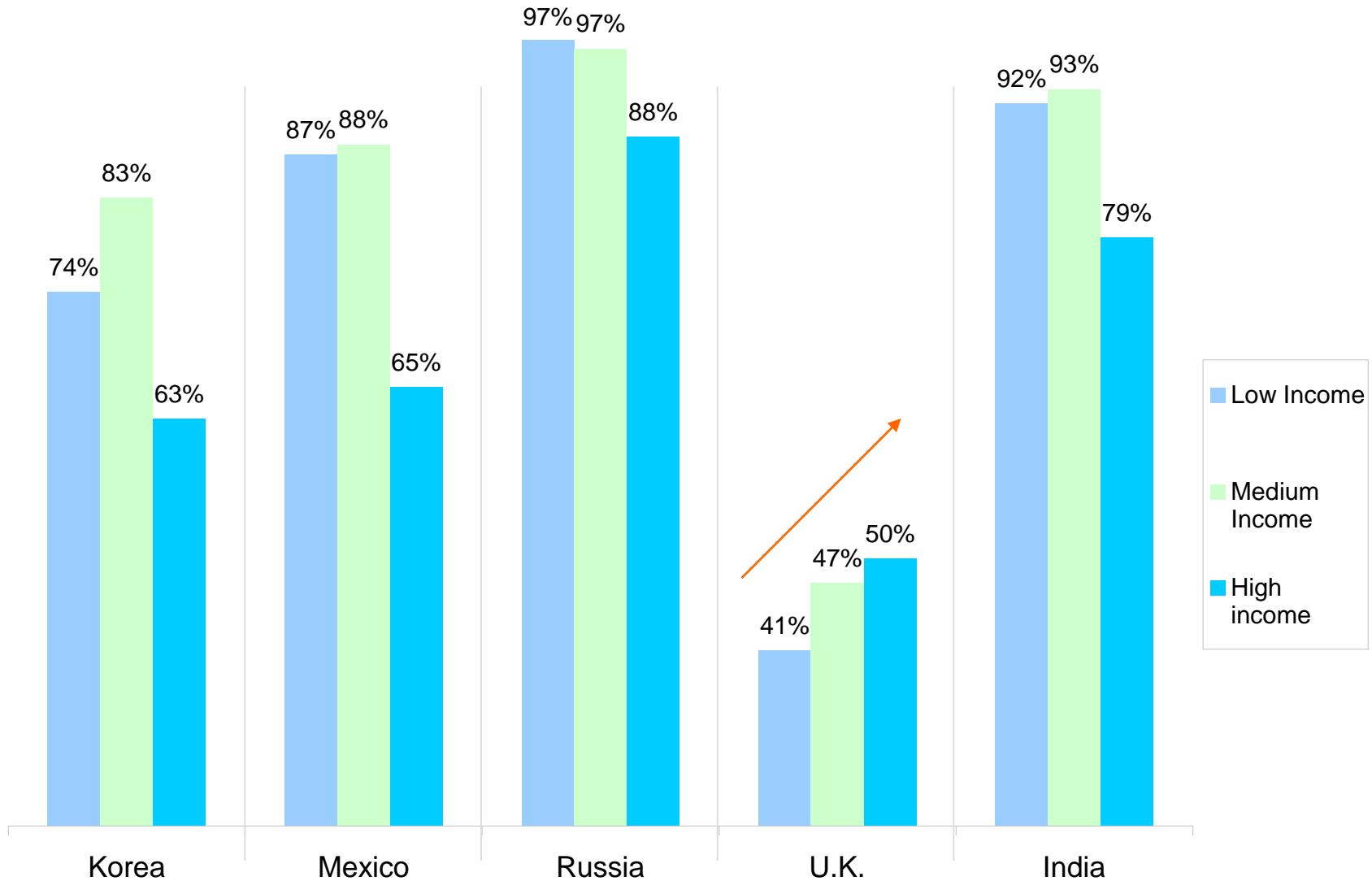
In U.S. \$ Sept 09 rate	Lowest income category & %	Highest income category & %
U.K.	< 24 k\$ 21%	> 82 k\$ 13%
Mexico	< 11 k\$ 26%	> 45 k\$ 14%
Russia	< 4 k\$ 15%	> 20 k\$ 13%
India	< 4.8 k\$ 40%	> 12 k\$ 24%
Korea	< 14 k\$ 15%	> 73 k\$ 5.3%



COUNTERFEIT PURCHASE / Income

Comparison 5 COUNTRIES

% of consumers reporting they already purchased counterfeit or illegal copies in at least one product category

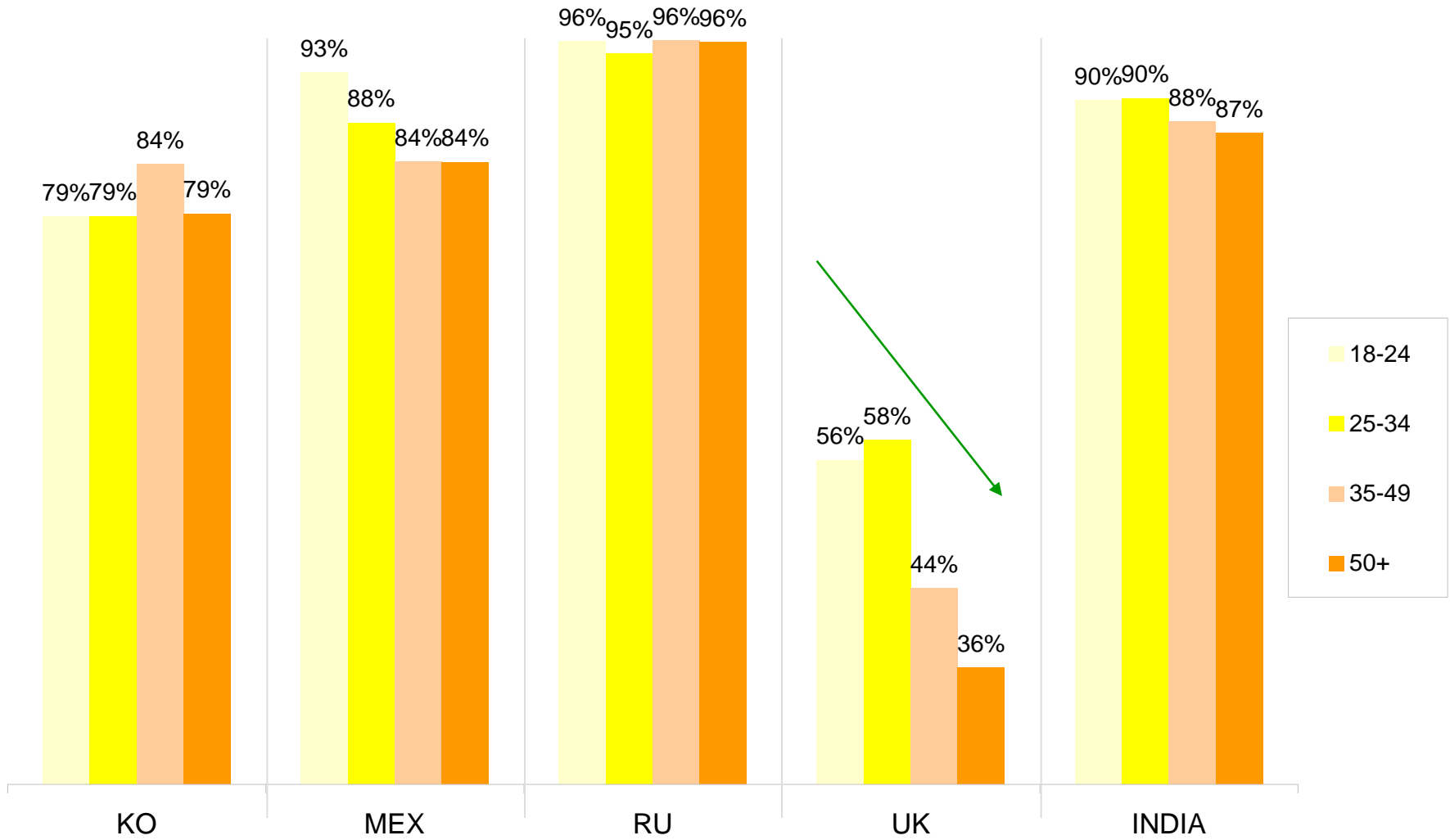




COUNTERFEIT PURCHASE / Age Groups

Comparison 5 COUNTRIES

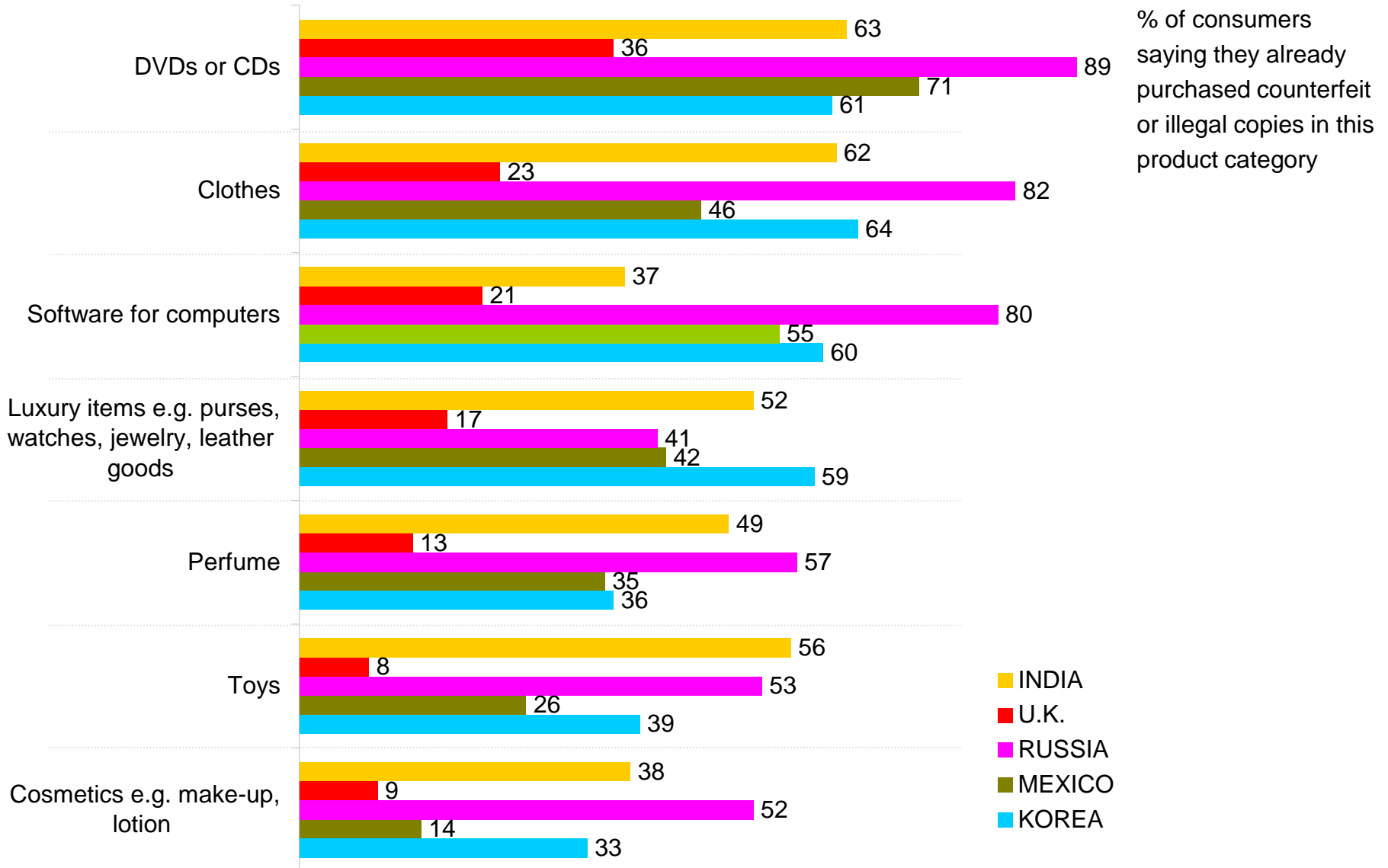
% of consumers reporting they already purchased counterfeit or illegal copies in at least one product category





CF POTENTIAL COMPARISON (1/2)

Comparison 5 COUNTRIES



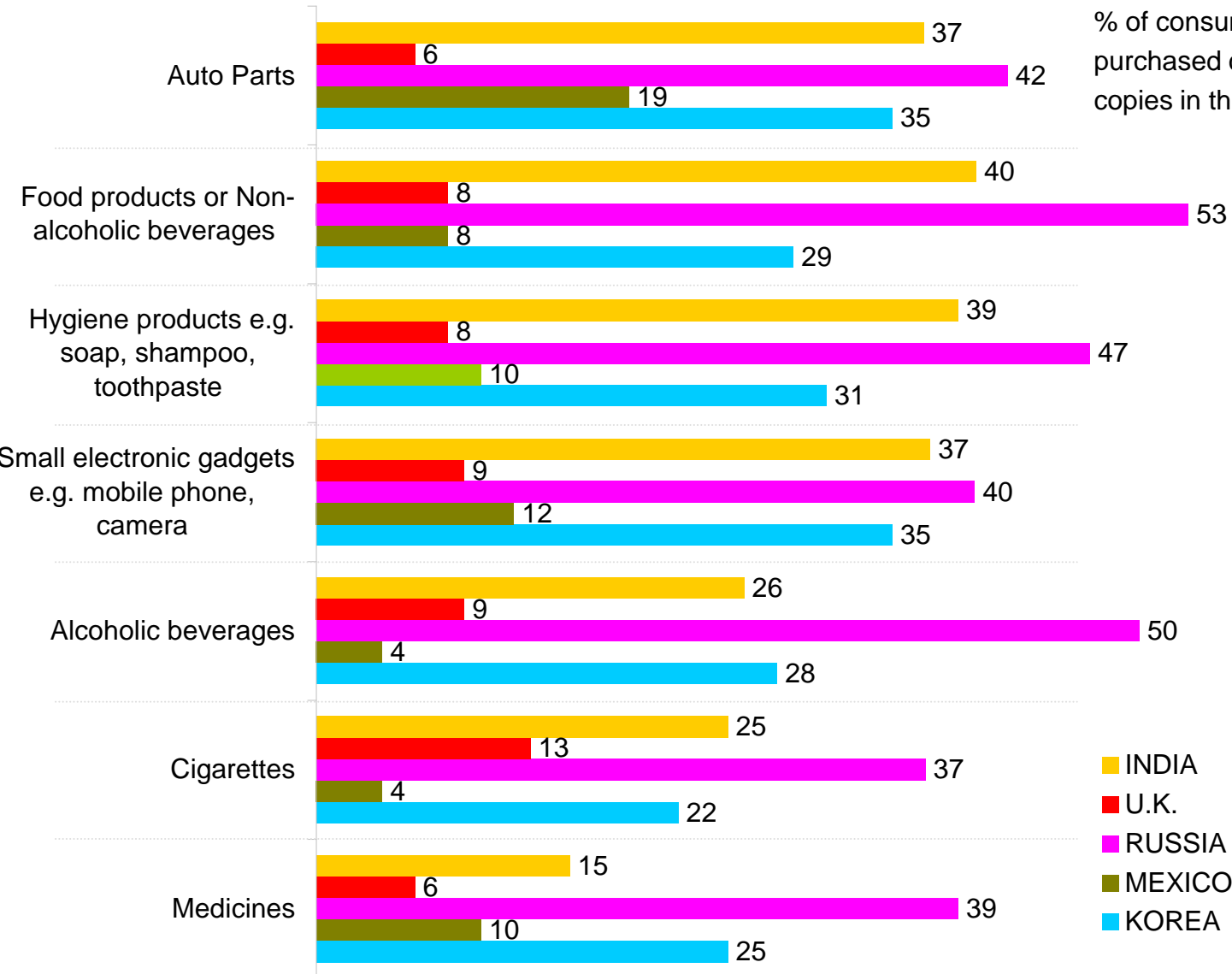
Q4: For each type of products listed below please tell me if you have ever purchased counterfeit or illegal copies and how often you do so?



CF POTENTIAL COMPARISON (2/2)

Comparison 5 COUNTRIES

% of consumers saying they already purchased counterfeit or illegal copies in this product category



- INDIA
- U.K.
- RUSSIA
- MEXICO
- KOREA

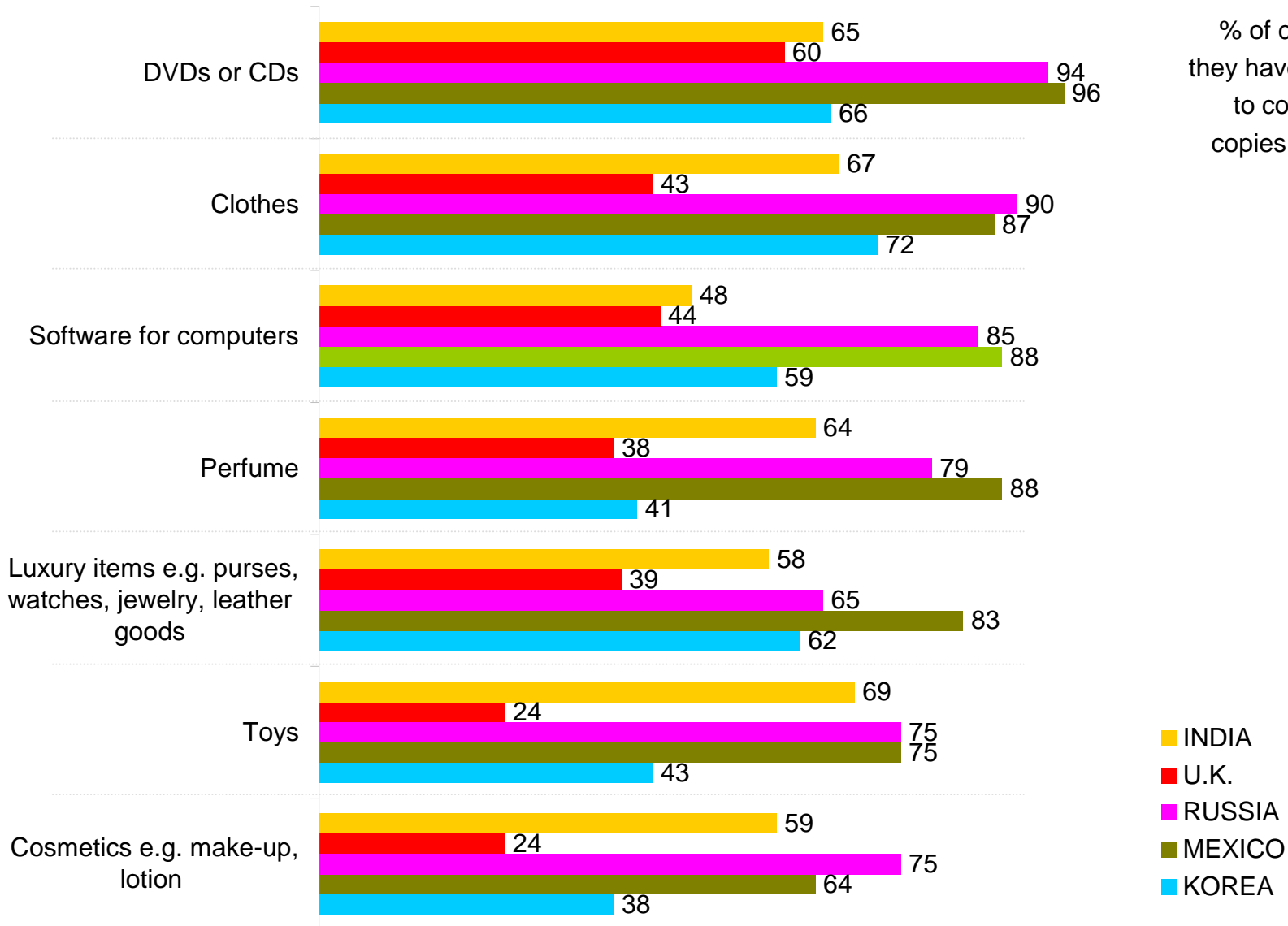
Q4: For each type of products listed below please tell me if you have ever purchased counterfeit or illegal copies and how often you do so?



AVAILABILITY COMPARISON (1/2)

Comparison 5 COUNTRIES

% of consumers saying they have an easy access to counterfeit or illegal copies from this product category

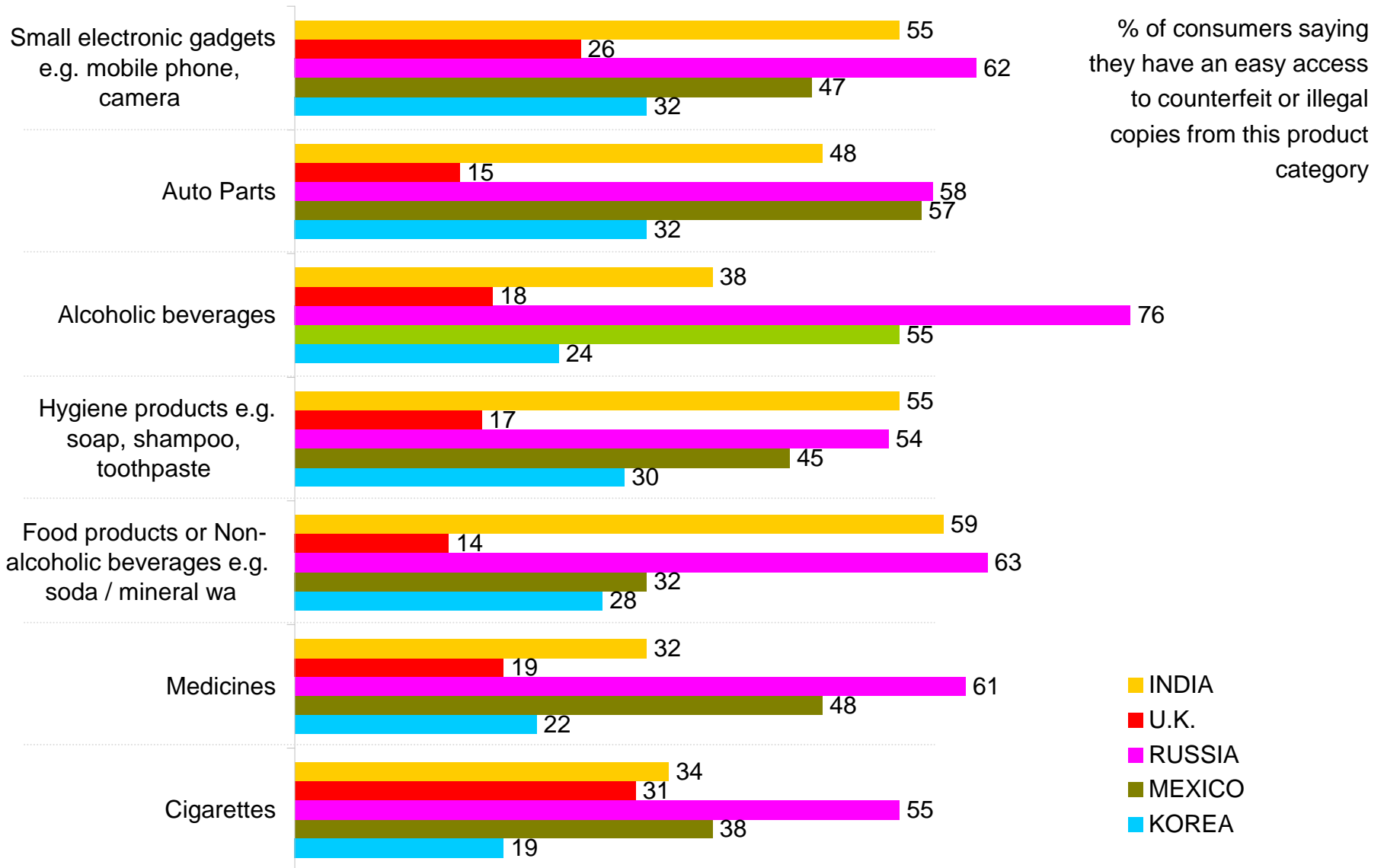


Q3: For each type of products listed below please tell me if you can find counterfeit or illegal copies in your day to day environment?



AVAILABILITY COMPARISON (2/2)

Comparison 5 COUNTRIES

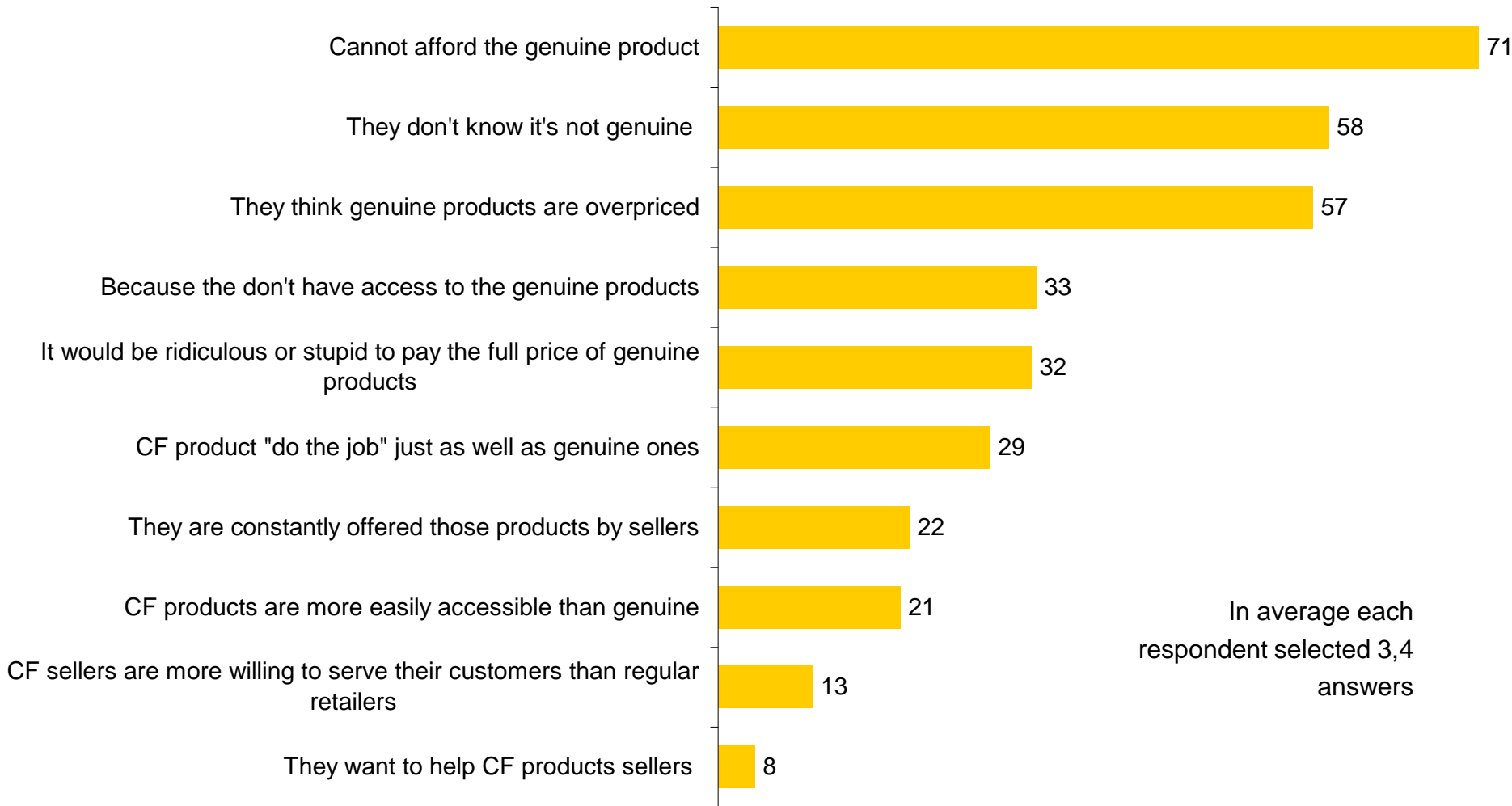


Q3: For each type of products listed below please tell me if you can find counterfeit or illegal copies in your day to day environment?



REASONS FOR COUNTERFEIT PURCHASE

Average 5 COUNTRIES

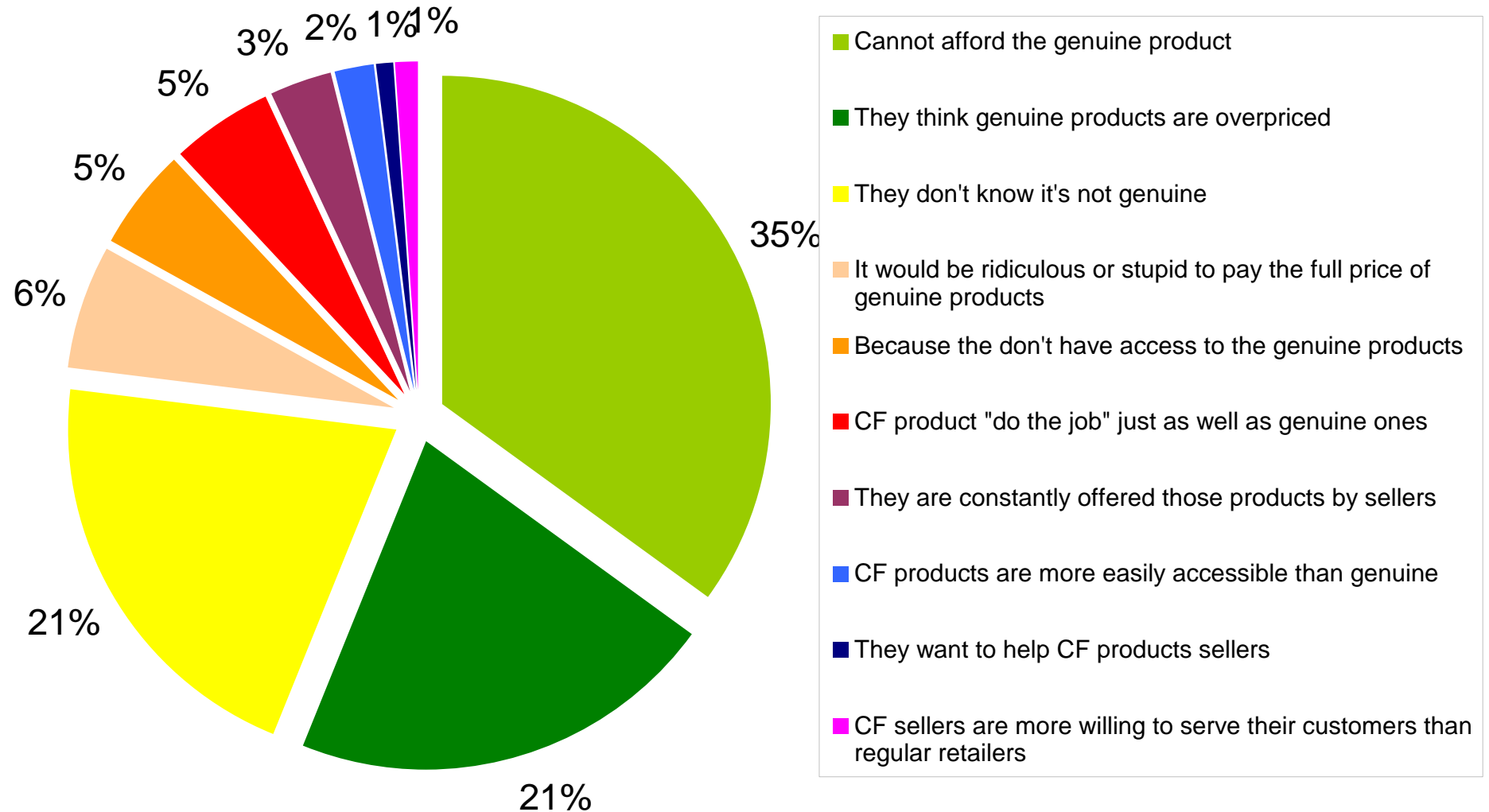


According to you why would a person like yourself buy certain CF products? Select all the reasons you find relevant



TOP REASON

Average 5 COUNTRIES

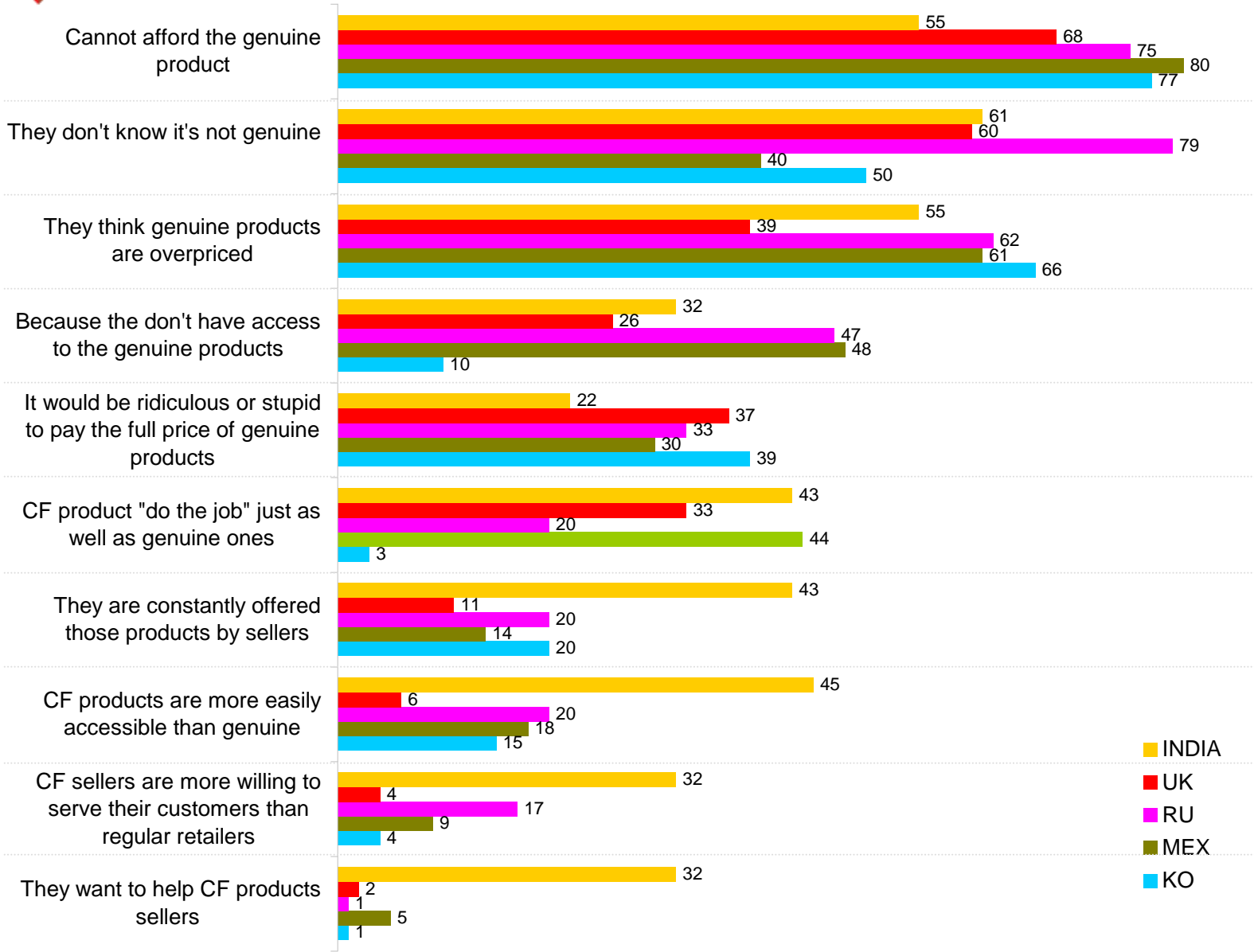


According to you why would a person like yourself buy certain CF products? Select THE reason you find most relevant



REASONS FOR COUNTERFEIT PURCHASE

Comparison 5 COUNTRIES

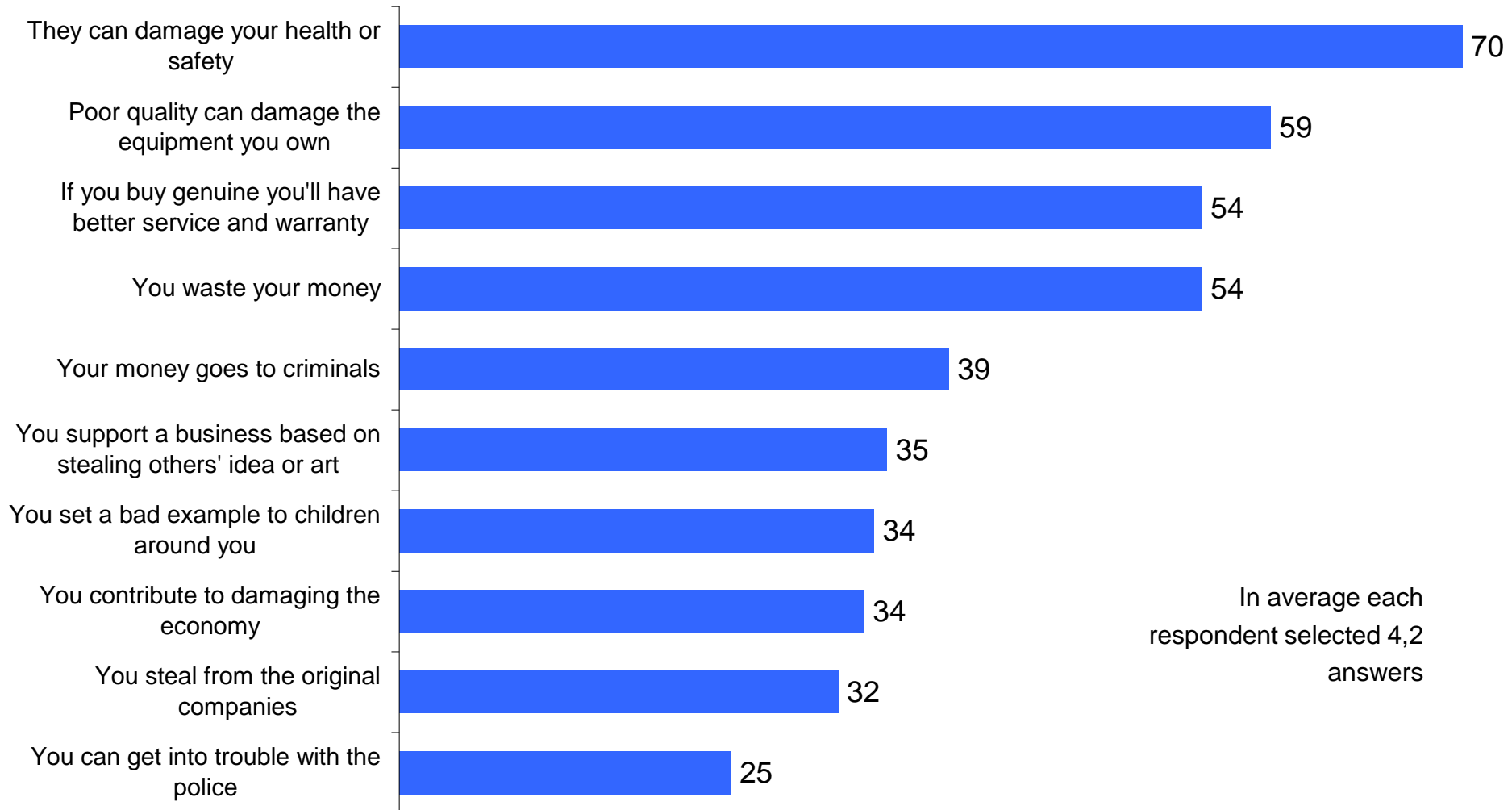


According to you why would a person like yourself buy certain CF products? Select all the reasons you find relevant



DETERRENT REVIEW

Average 5 COUNTRIES



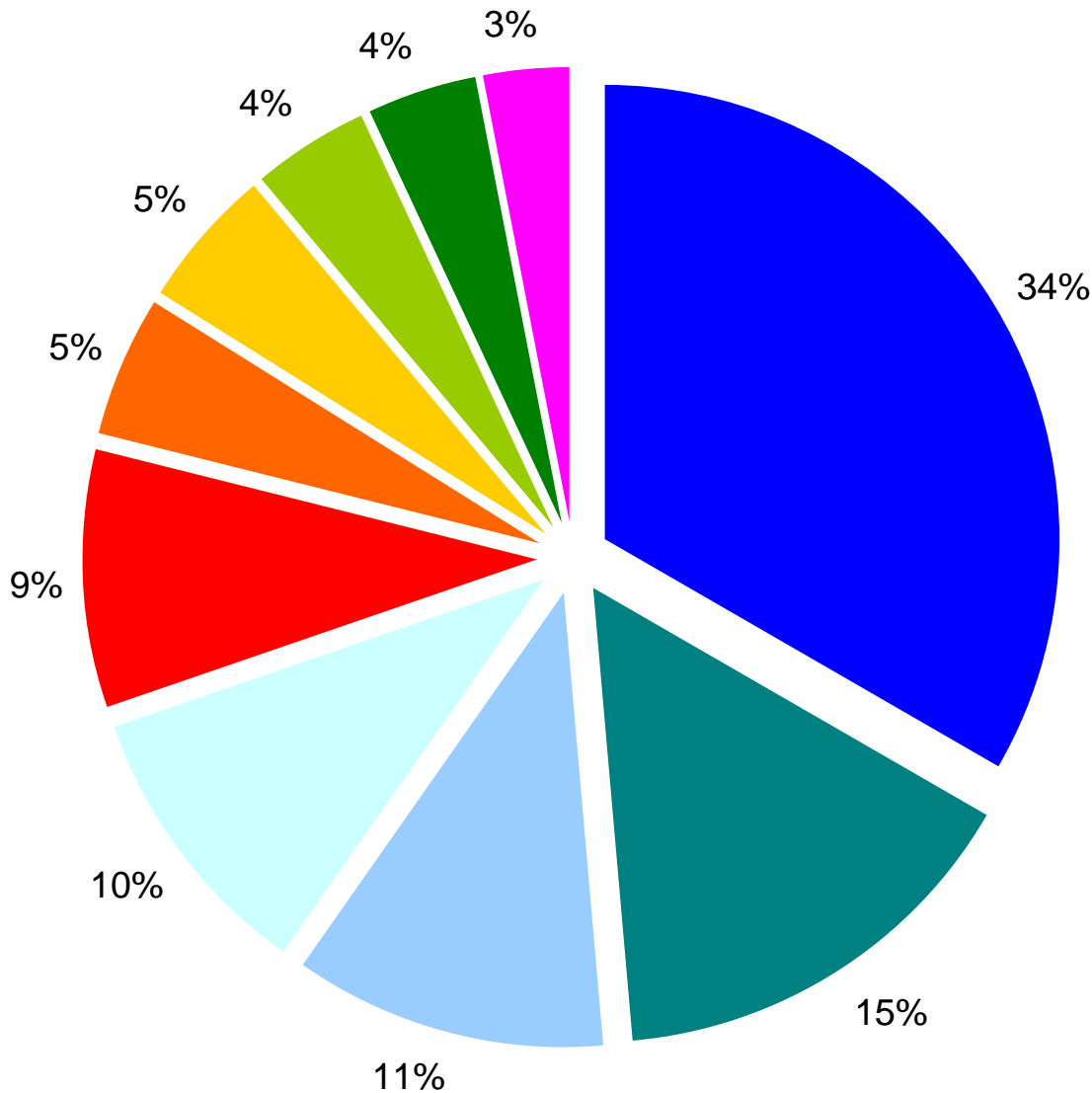
In average each respondent selected 4,2 answers

From the statements listed below, please select all those you would use if you were asked to convince a friend to stop buying CF products? (Multiple answ.)



TOP DETERRENT

Average 5 COUNTRIES

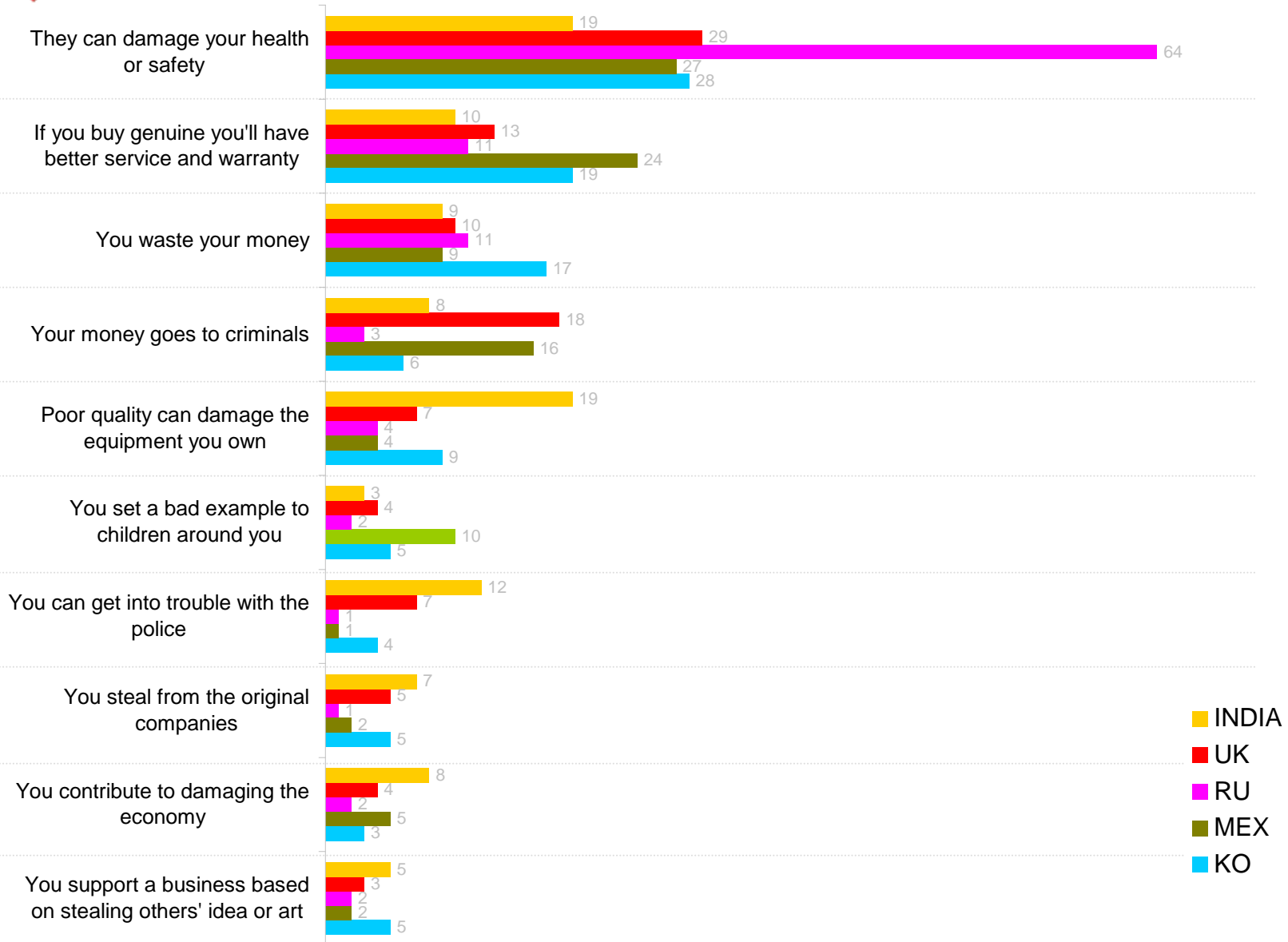


- They can damage your health or safety
- If you buy genuine you'll have better service and warranty
- You waste your money
- Your money goes to criminals
- Poor quality can damage the equipment you own
- You set a bad example to children around you
- You can get into trouble with the police
- You steal from the original companies
- You contribute to damaging the economy
- You support a business based on stealing others' idea or art



TOP DETERRENT

Average 5 COUNTRIES

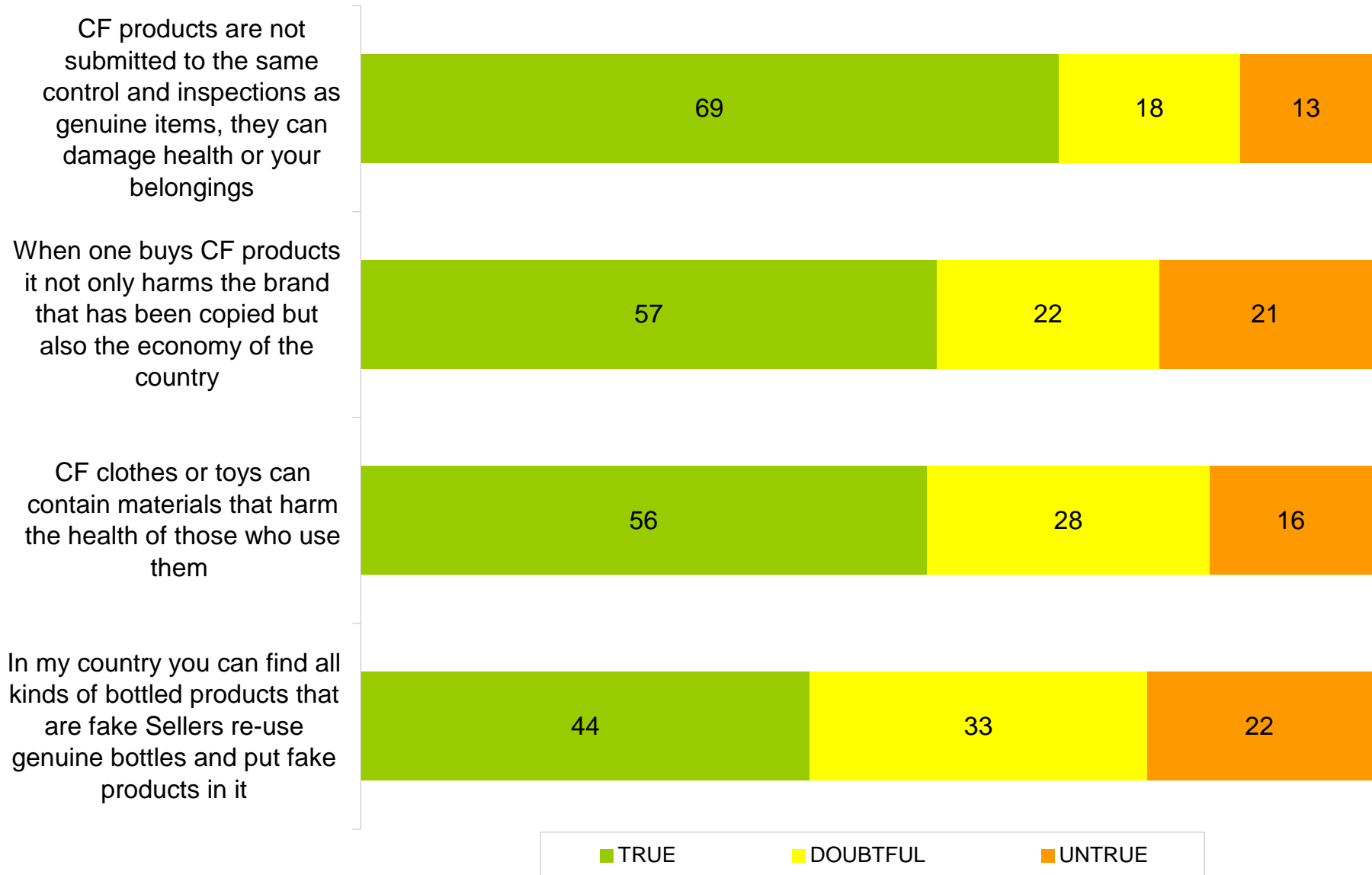


From the statements listed below, please select all those you would use if you were asked to convince a friend to stop buying CF products? (Multiple answ.)



STATEMENTS CREDIBILITY (1/3, High)

Average 5 COUNTRIES



Here is a list of statements about CF products & business. For each of them please say to what extent you believe them?



STATEMENTS CREDIBILITY (2/3, Medium)

Average 5 COUNTRIES

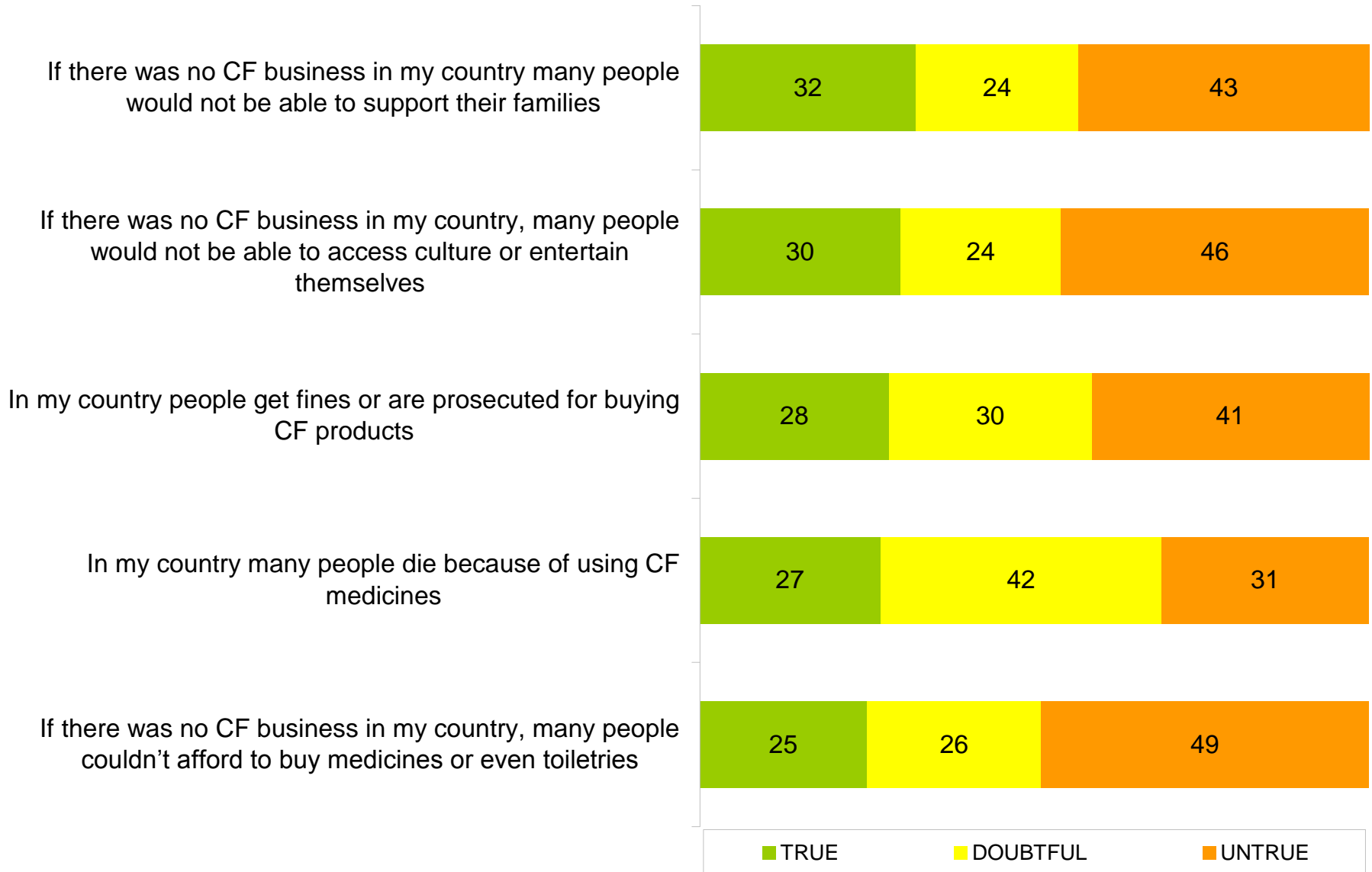


Here is a list of statements about CF products & business. For each of them please say to what extent you believe them?



STATEMENTS CREDIBILITY (3/3, Low)

Average 5 COUNTRIES



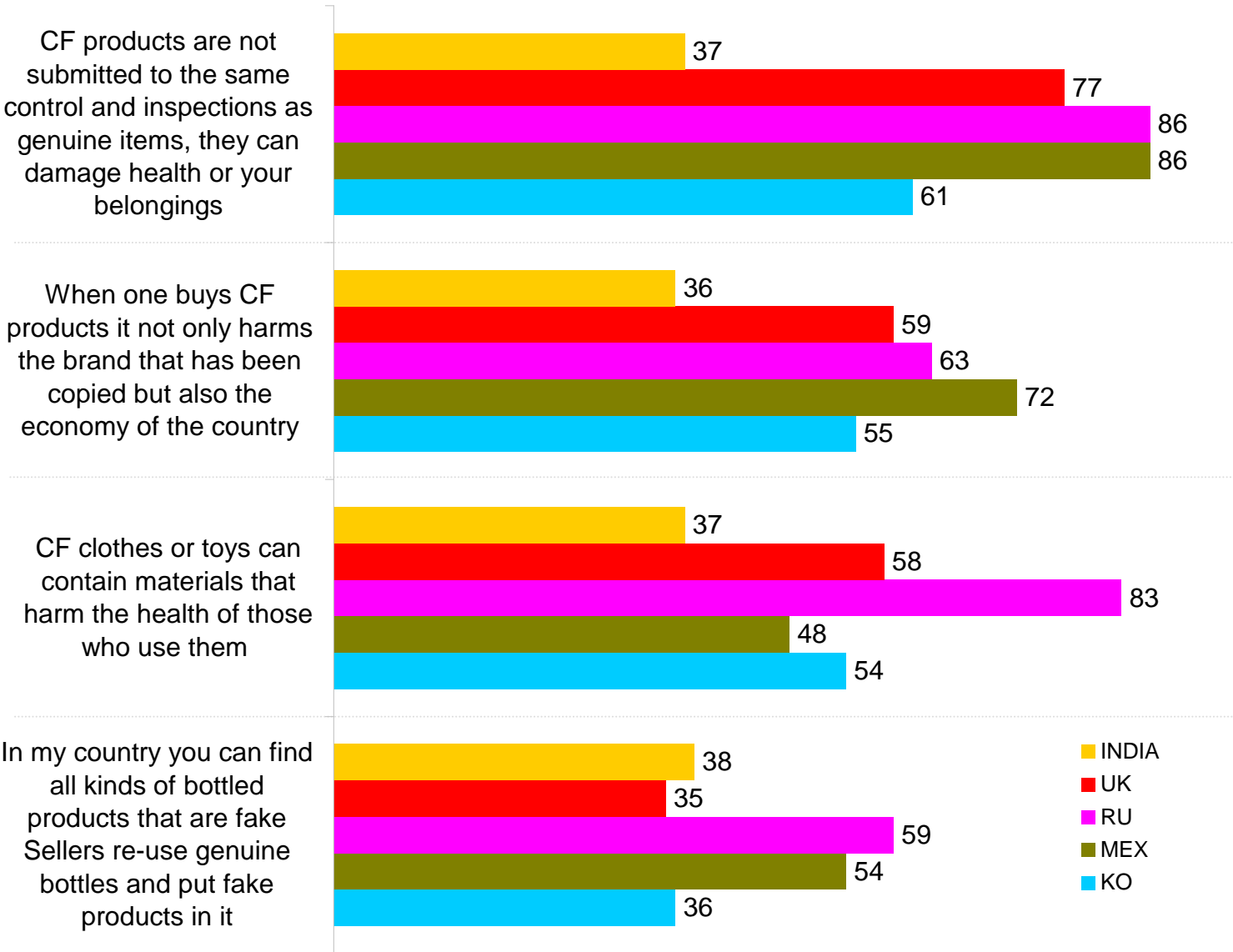
Here is a list of statements about CF products & business. For each of them please say to what extent you believe them?



STATEMENTS CREDIBILITY (1/3, High)

Comparison 5 COUNTRIES

% of consumers who believe in the prompted statement



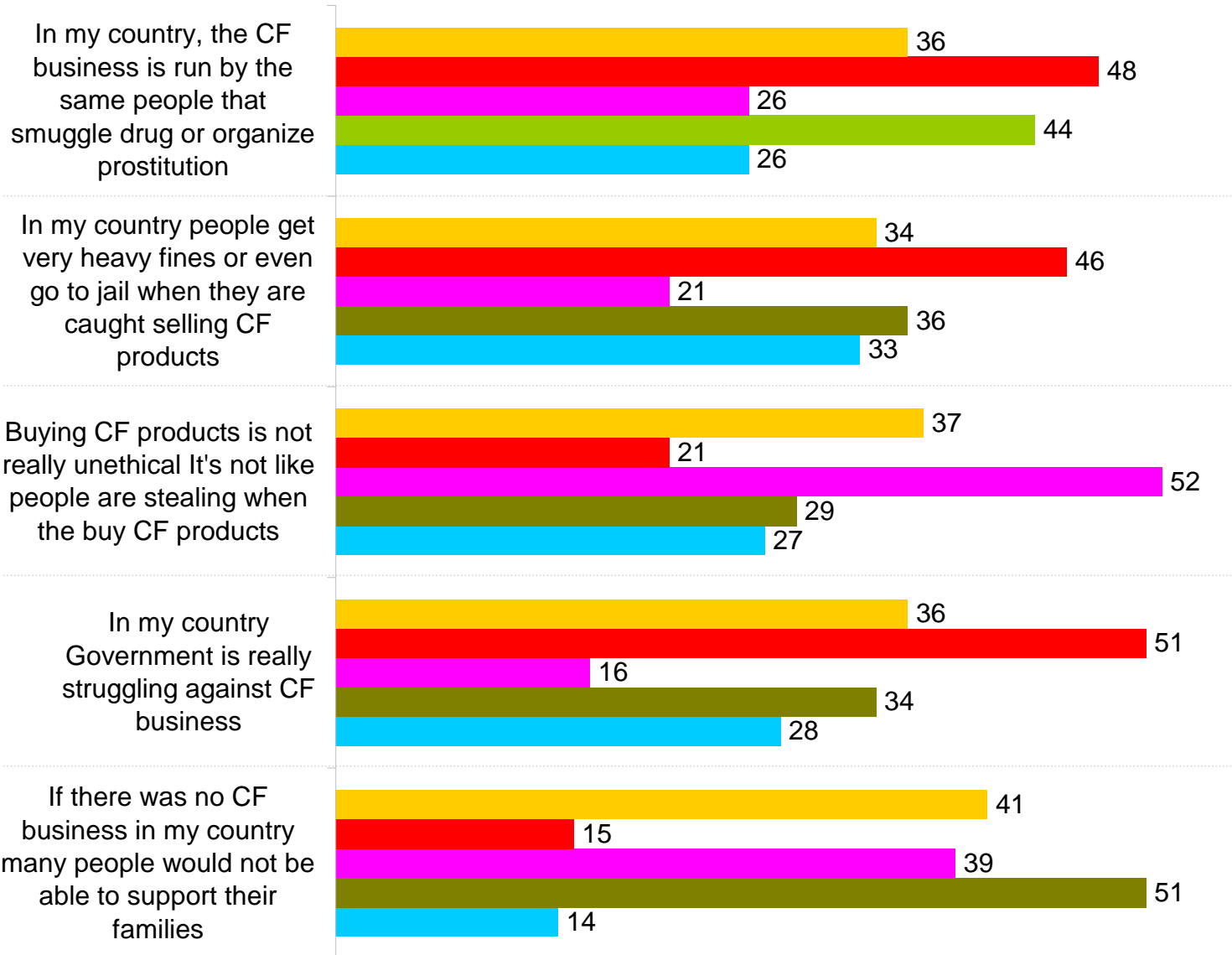
Here is a list of statements about CF products & business. For each of them please say to what extent you believe them?



STATEMENTS CREDIBILITY (2/3, Medium)

Comparison 5 COUNTRIES

% of consumers who believe in the prompted statement

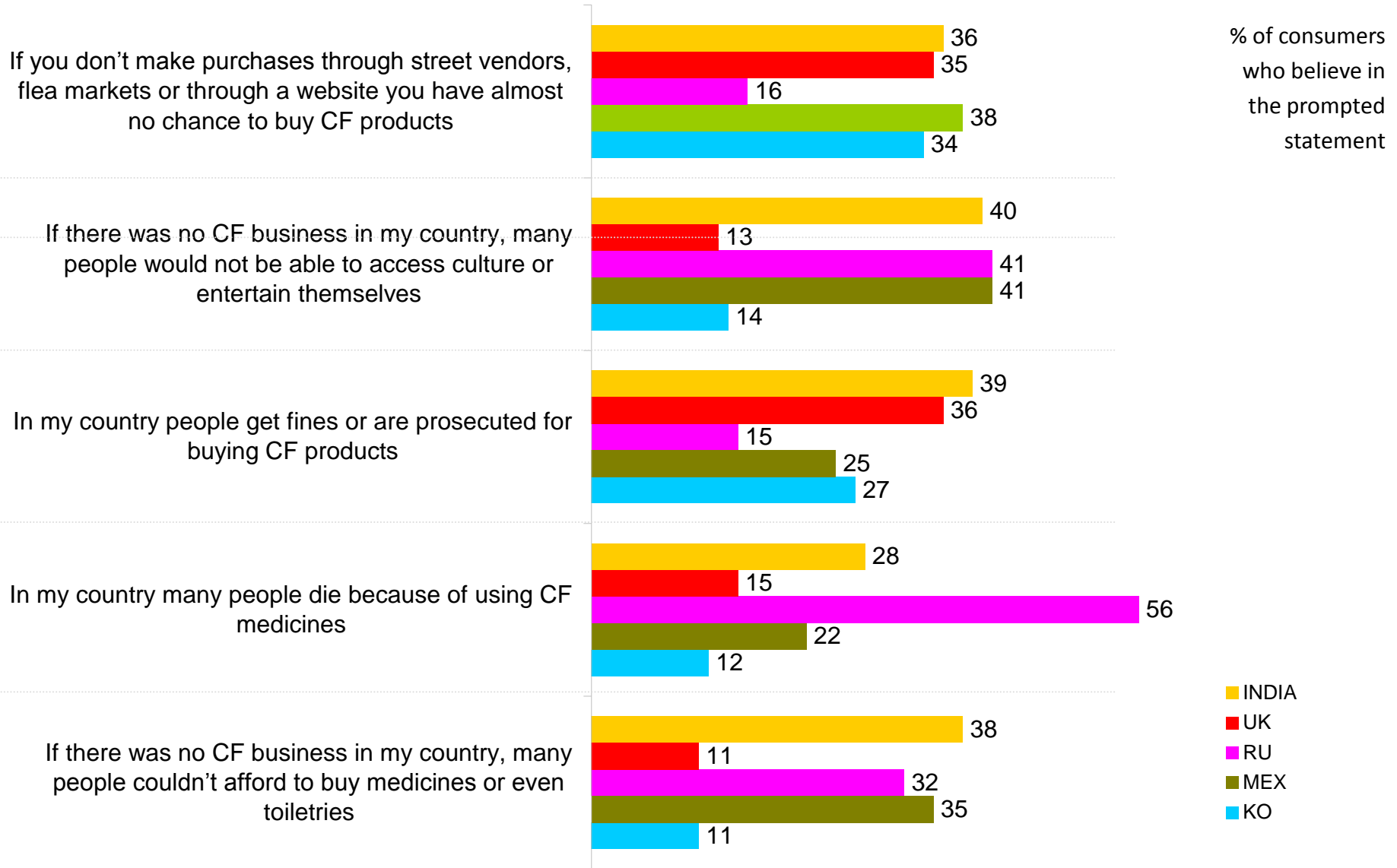


INDIA
UK
RU
MEX
KO

Here is a list of statements about CF products & business. For each of them please say to what extent you believe them?

STATEMENTS CREDIBILITY (3/2, Low)

Comparison 5 COUNTRIES



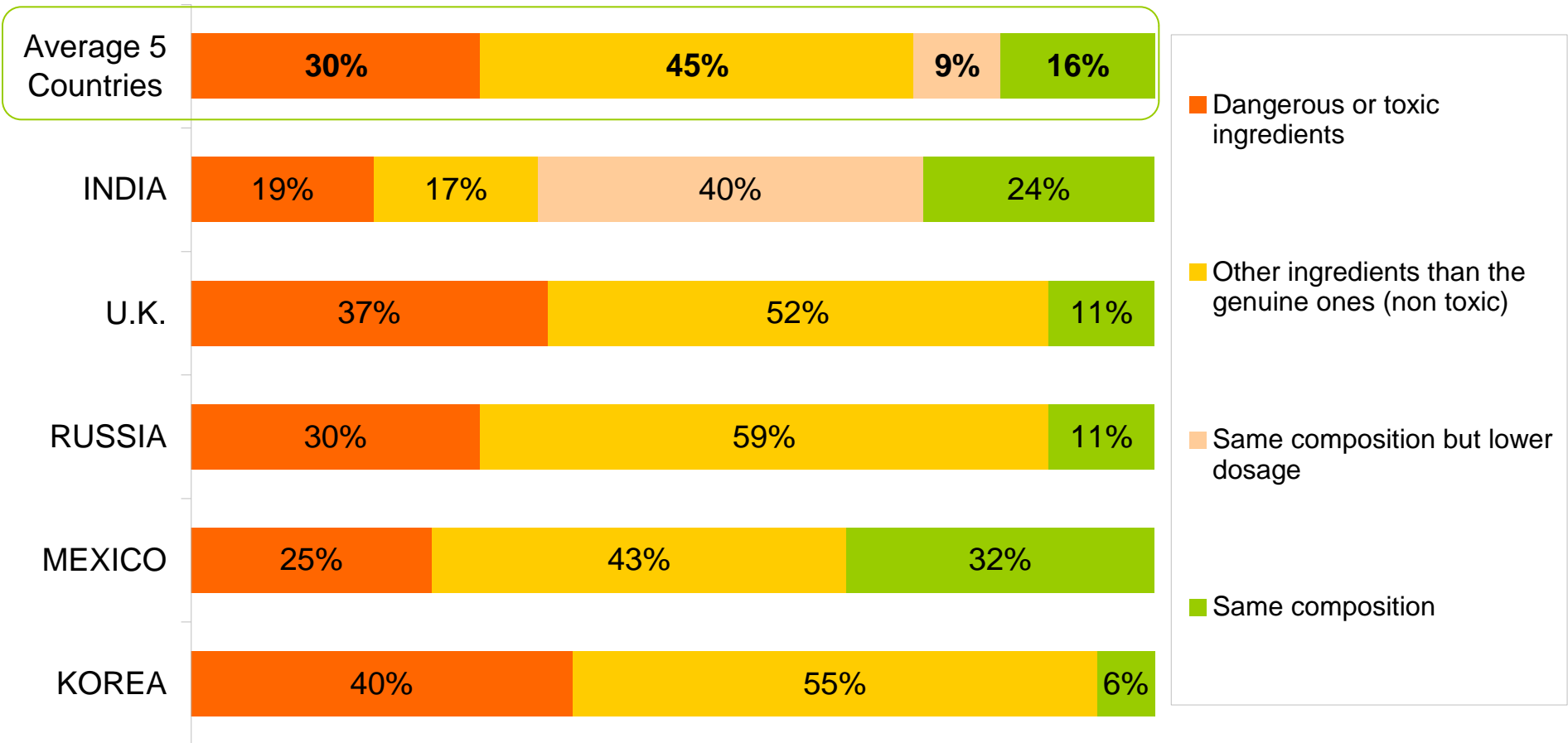
Here is a list of statements about CF products & business. For each of them please say to what extent you believe them?



FOCUS ON COUNTERFEIT MEDICINES

Comparison 5 COUNTRIES

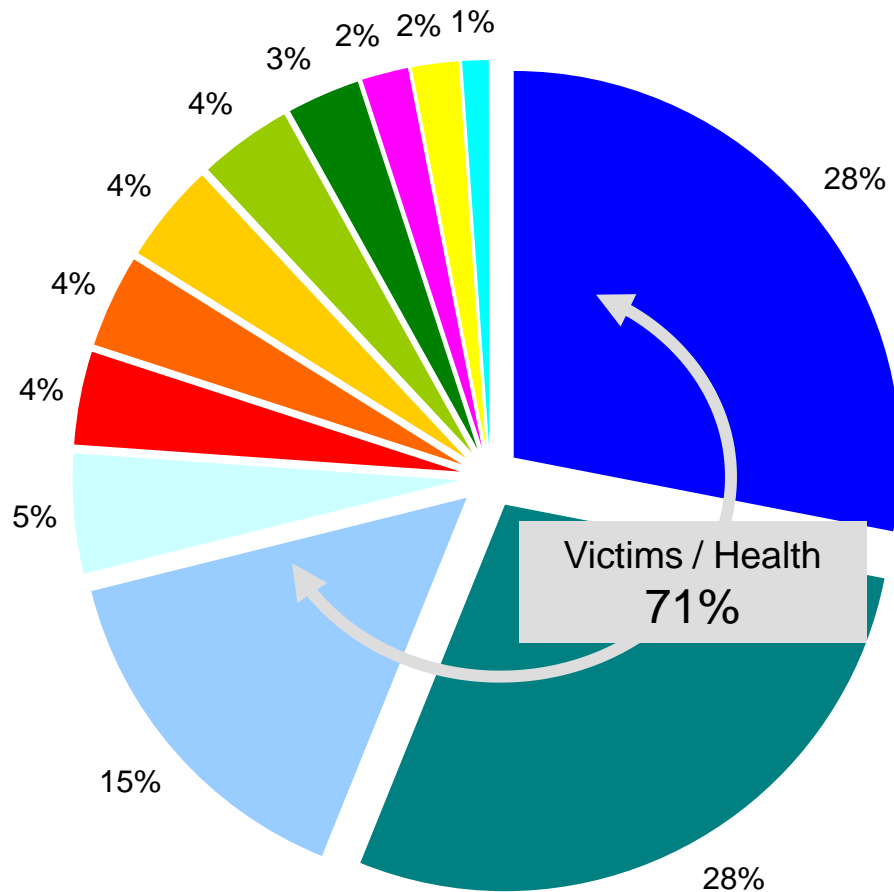
Thinking about CF medicines in your country, do you think that most of the time their formula is / includes...





MOST CREDIBLE SPOKESPERSONS

Average 5 COUNTRIES



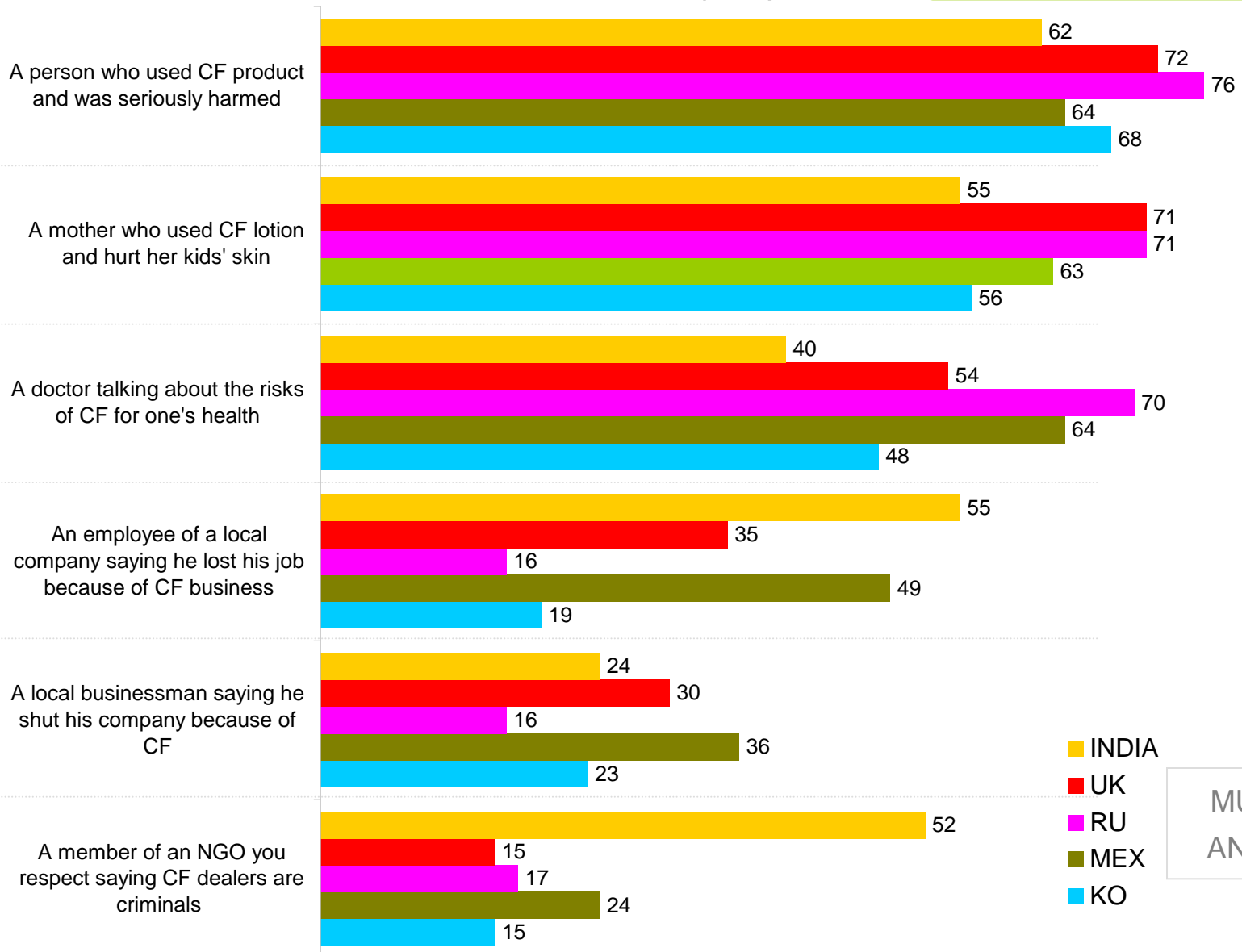
- A person who used CF product and was seriously harmed
- A mother who used CF lotion and hurt her kids' skin
- A doctor talking about the risks of CF for one's health
- A member of an NGO you respect saying CF dealers are criminals
- A government official saying CF is harming the economy
- A celebrity saying CF can damage your health or your belongings
- An employee of a local company saying he lost his job because of CF business
- A father asking for support in teaching his children not to buy CF
- A local businessman saying he shut his company because of CF
- A judge saying CF business breaks many laws of the country
- A policeman saying CF business is controlled by criminals
- A CEO saying CF business leads to job losses

If you were looking at a commercial or campaign that says CF products are a serious problem in your country, who would be THE MOST credible / create the most impact when telling you about it? (Single answer))



CREDIBLE SPOKESPERSONS (1/2)

Comparison 5 COUNTRIES



- INDIA
- UK
- RU
- MEX
- KO

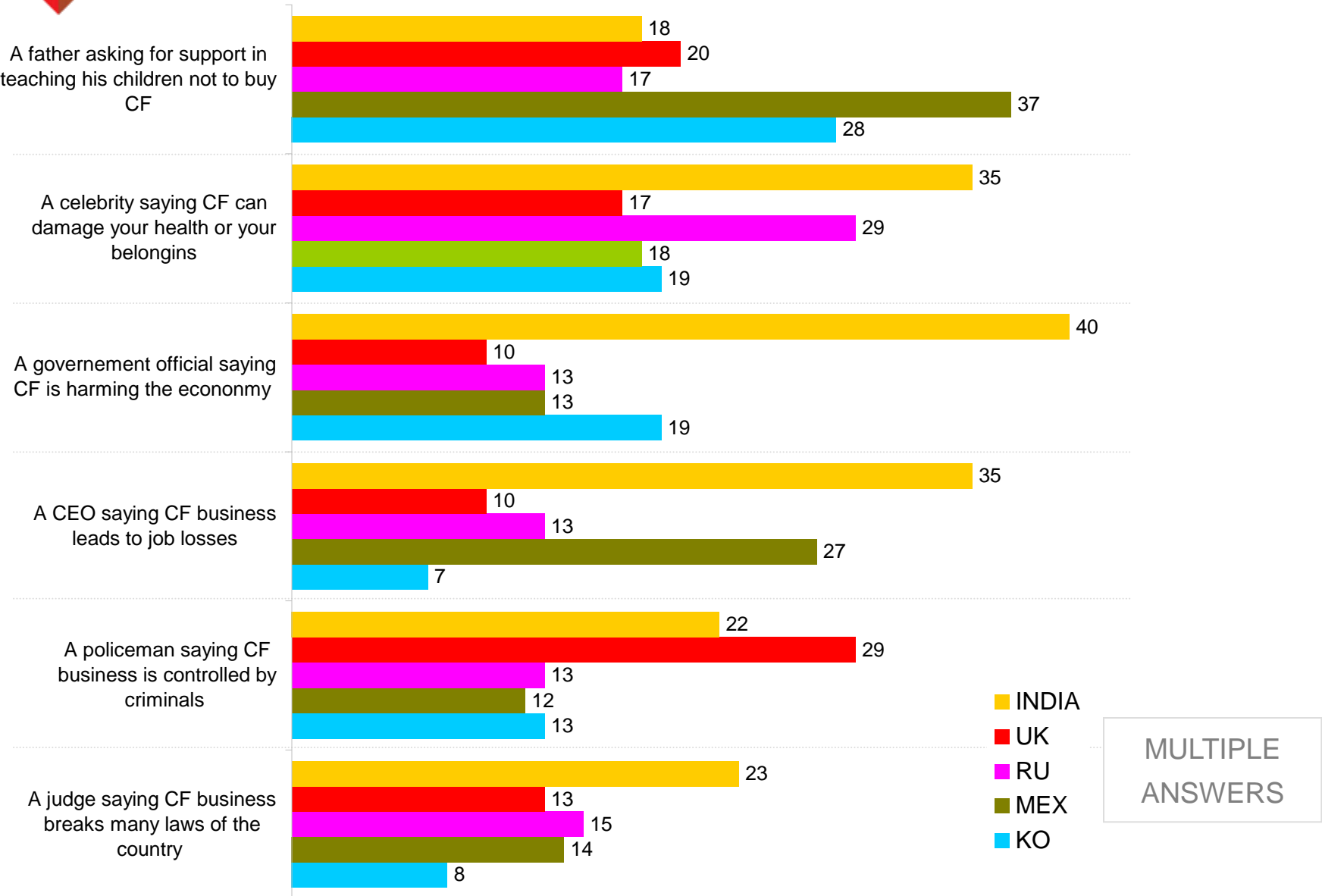
MULTIPLE ANSWERS

If you were looking at a commercial or campaign that says CF products are a serious problem in your country, who would be the most credible spokespersons? (Multiple answers)



CREDIBLE SPOKESPERSONS (2/2)

Comparison 5 COUNTRIES

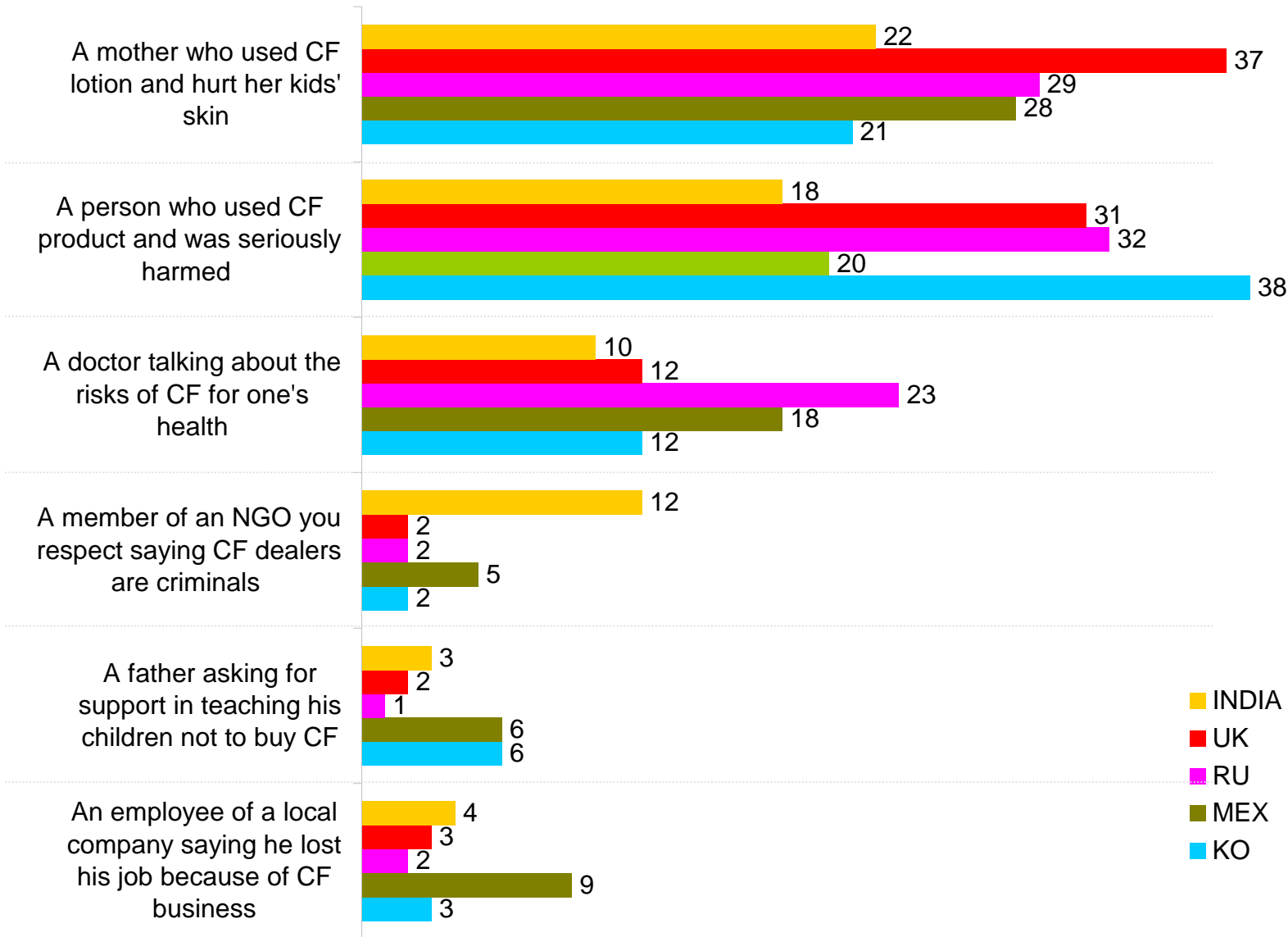


If you were looking at a commercial or campaign that says CF products are a serious problem in your country, who would be the most credible spokespersons? (Multiple answers)



MOST CREDIBLE SPOKESPERSONS (1/2)

Comparison 5 COUNTRIES

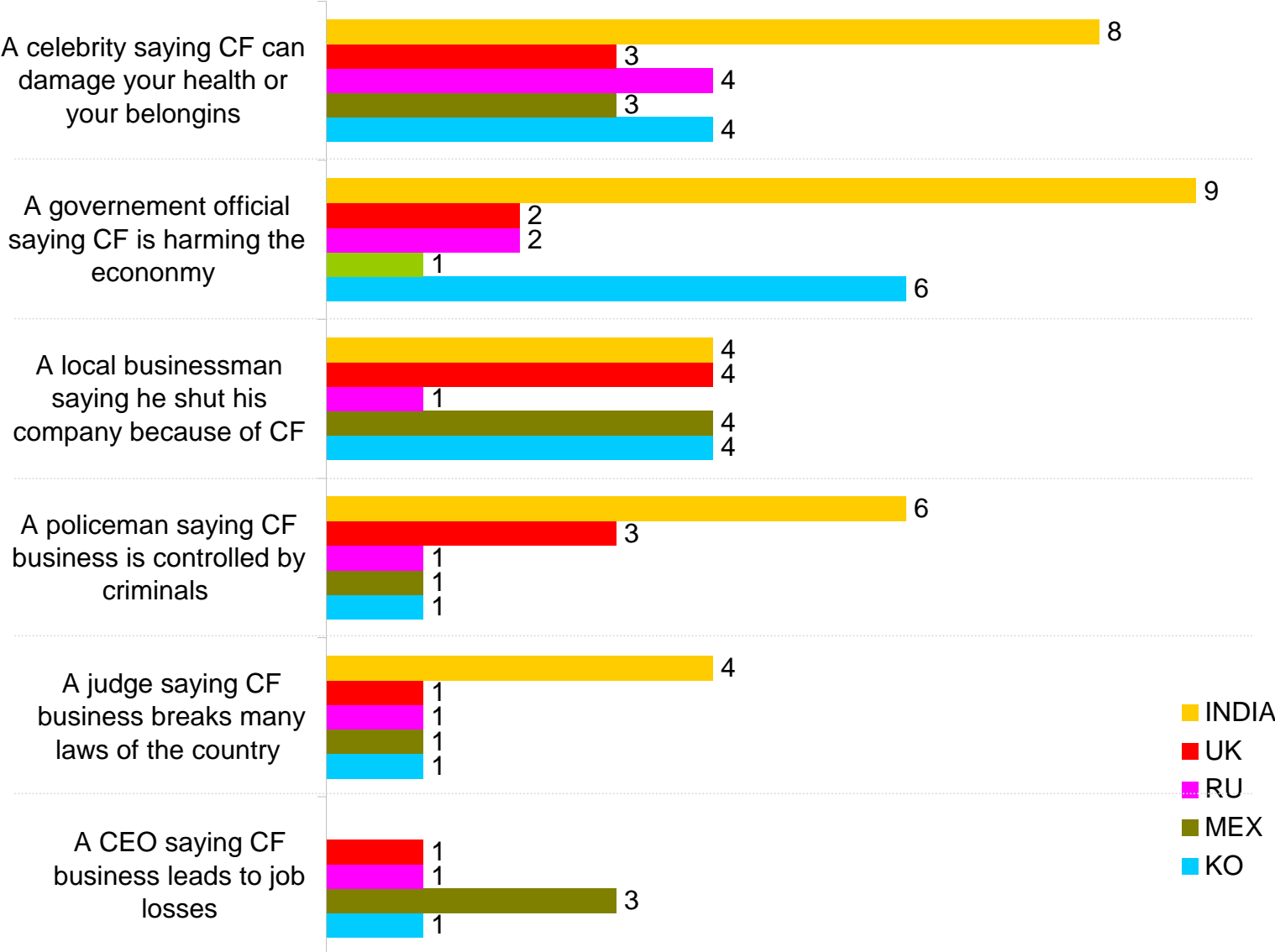


If you were looking at a commercial or campaign that says CF products are a serious problem in your country, who would be THE MOST credible / create the most impact when telling you about it? (Single answer))



MOST CREDIBLE SPOKESPERSONS (2/2)

Comparison 5 COUNTRIES

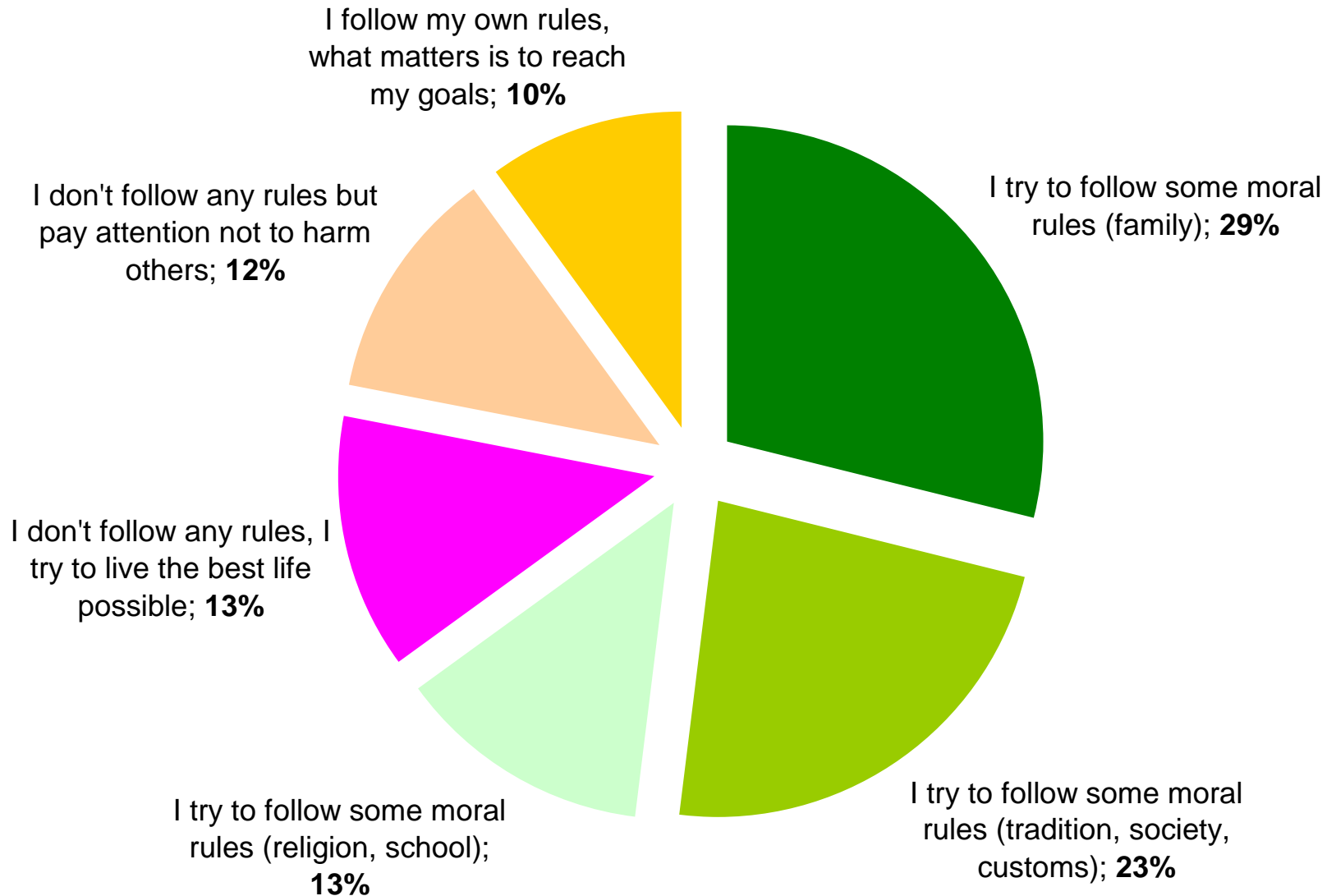


If you were looking at a commercial or campaign that says CF products are a serious problem in your country, who would be THE MOST credible / create the most impact when telling you about it? (Single answer))



PERSONAL ETHICS

Average 5 COUNTRIES

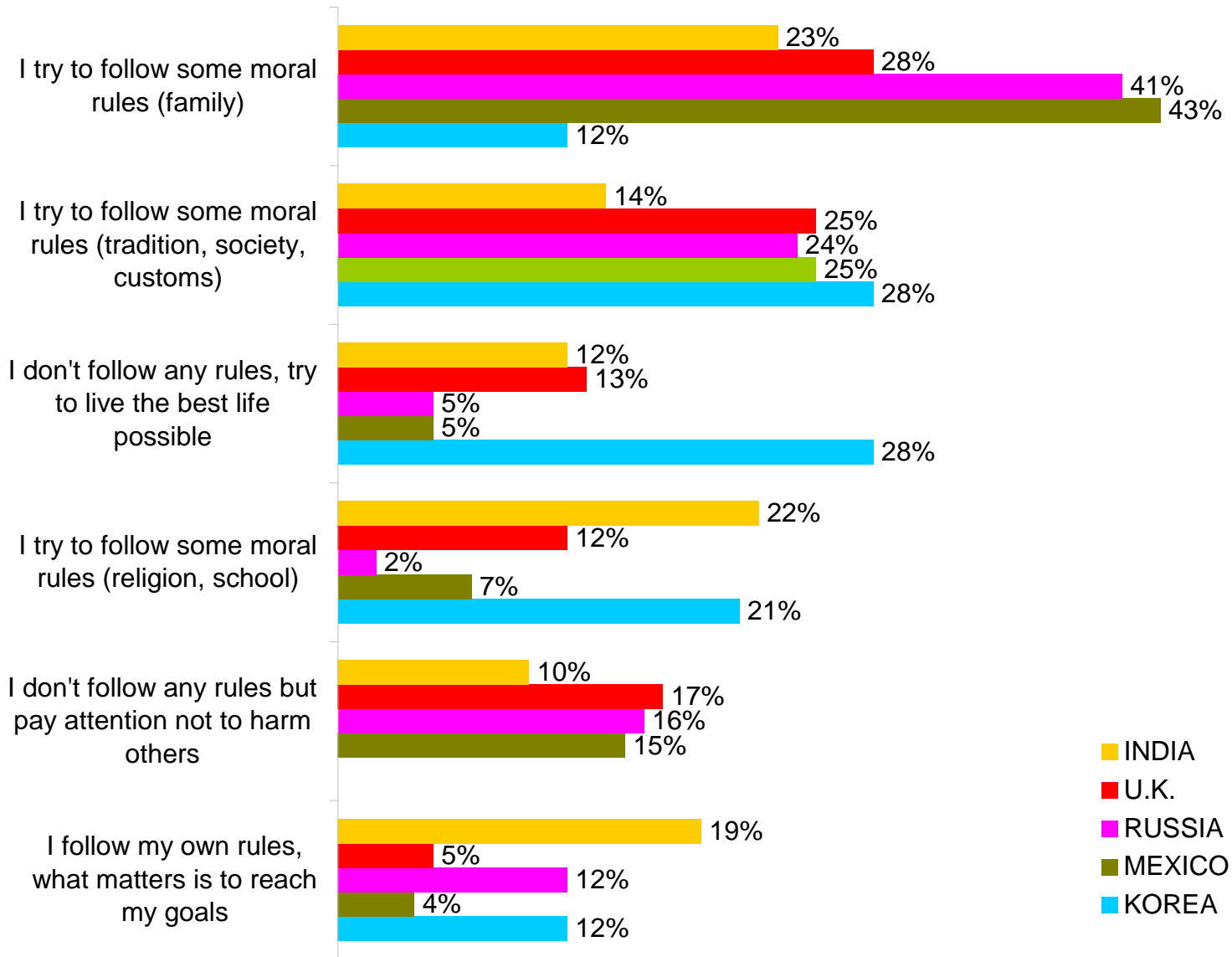


When you think of the rules and principles that you try to respect in your day to day life, WHICH ONE of the following is closest to the way you feel?



PERSONAL ETHICS

Comparison 5 COUNTRIES



When you think of the rules and principles that you try to respect in your day to day life, WHICH ONE of the following is closest to the way you feel?

INDIA KEY FIGURES

Socio economic data :

GDP per Capita 2008 : \$2,800: India is ranked 168th on 229 countries

Human Development Index [0 to 1] : 0.609 (average): India is ranked 132th on 179 countries

Population : 47.9 M° (2004 1.17 billion)

Black Market Value : \$ 7.72 B° (*source: havoscope.com*)



CF products availability & Market potential for CF (TOP 5)

Availability (% of consumers saying they have an EASY access to CF for this kind of products)	1 Clothes (67%)
	2 DVDs & CDs (65%)
	3 Perfume(62%)
	4 Cosmetics(59%)
	4 Non alcoholic beverages (59%)

CF Market Potential (% of consumers saying they ALREADY PURCHASED some CF for this kind of products)	1 DVDs & CDs (63%)
	2 Clothes (62%)
	3 Toys (56%)
	4 Luxury items (52%)
	5 Perfume (49%)

CF Purchase Habits

	Never purchase	Casual purchase	Regular purchase
INDIA	11%	49%	40%
5 COUNTRIES AV.	20%	66%	14%

CF Distribution channel (all products, index based on CF market share and purchase location in the country)

	In a regular store	In the streets	Abroad/on holiday	Online
KOREA	65%	22%	11%	1%
5 COUNTRIES AV.	51%	24%	14%	11%

INDIA KEY FIGURES

Spokespersons credibility

- A person that got seriously harmed by CF (62%)
- A mother who hurt her kid with CF lotion (55%)
- An employee lost his job because of CF business (55%)

3 most credible

- A father asking for support in teaching his children not to buy CF(18%)
- A policeman saying CF business is controlled by criminals (22%)
- A judge saying CF business breaks many laws of the country (23%)

3 least credible



Top reasons for CF purchase & Top deterrents for CF purchase

Drivers

(% of consumers
 choosing the item as the
 top reason why people
 buy CF)

- 1 Cannot afford genuine (55%)
- 2 Genuine is overpriced (55%)
- 3 CF products are more accessible(45%)
- 4 Sellers constantly offer CF (43%)
- 5 CF products are as efficient (43%)

Deterrents

(% of consumers
 choosing the item as
 the main argument they
 would use to stop a
 friend from buying CF)

- 1 Can damage you health (65%)
- 2 Poor quality can damage your equipment (58%)
- 3 You waste your money (44%)
- 4 You can get in trouble with the police(43%)
- 5 You steal from the original companies(41%)



Key findings: 10 important learnings

1

A large majority of **consumers do recognize buying counterfeit or engaging in Piracy is unethical but feel it's harming nobody**. so seldom feel guilty about it

2

Consumers perceive the CF / Piracy business harmless in the absence of obvious sanctions against purchasers and sometimes sellers (prosecution threat is more credible for Piracy of Digital contents than for fake goods purchase)

3

CF purchase is an «impulse », consumers need the product fast, use them fast, throw them out fast. They don't think of the product origin or distribution system at all. The "home privacy" lowers consumers fear to be spotted downloading illegal content

4

Consumers refuse to call themselves victims of CF. They have the feeling they « control it ». In some cases they feel **empowered** by their purchase

5

There is not a typical CF purchaser socio-type. However, the kind of CF products people purchase varies depending on nationality, income level and age.
Almost everyone can be a CF buyer / a digital pirate!



Key findings: 10 important learnings

6

The main reasons for CF purchase are well known and confirmed: lower price and availability. But more sophisticated motives co-exist: a rejection of the established order and distribution system (Mexico) a teenage spirit (UK) or even a paradoxical *soft rebellion* against consumption society

7

In emerging markets more than half the CF purchases are from regular stores. Consumers often feel it's impossible to protect themselves from CF. Online CF purchase is for now only visible in Korea and U.K.

8

Consumers from all countries act along proximity rules! They care first for themselves and their family, then for their community, then for their country

9

Not all consumers have a clear vision and understanding of the benefits of « going genuine », Quality and customer service often fail to convince consumers that paying more for the genuine product is worthwhile

10

Risk to health , Risk to already possessed goods and Risk of prosecutions (when credible) are the 3 most powerful deterrents against CF Purchase

Phase 1: Research: Findings

DRIVERS

1. Low price and increasingly better quality create temptation
2. Low risk of penalty equates to license to buy
3. Availability, quality, price and low risk generate an overall sense of social acceptability



DETERRENTS

1. Health risks and safety consequences
2. Waste of money
3. Genuine offer better services and warrant
4. Threat of legal action or prosecution delivers a wake up call
5. Links to organized crime have more traction that might be thought
6. People don't want to harm "someone like me"



Closing remarks on campaign execution & planning

During the qualitative phase, we presented several anti-CF & Piracy campaigning to consumers, here are a few remarks to keep in mind:



Consumers don't react well to « sermons » or « preach »



Consumers don't like « striking » ads...but they are the one the recall most



Consumers don't want only messages they want proof-points and evidences: how am I harming my economy? Why is C&P harming not only big companies?



Consumers are « self-centered », caring for society is one thing, but real impact comes from a direct and personal implication



Words are important , but pictures and visuals matter more! Visuals have to be LOCAL, they have to allow EMPATHY, be perceived as REAL LIFE SNAPSHOTS



SO WHAT'S THE SOLUTION?

- A surround sound approach needs to be engaged – combining awareness and regulation
- Industry and government must work in lock step
- Purchasers must see there are real repercussions for purchasing CP products
- You have to make a **personal connection** with a **call to action**
- The message needs to be supported by **proof points** - cost to health, jobs, personal, property and the economy
- It must be **scalable across sectors and geographies** and from global to local



Phase 2: Creative development & message testing

- The four taglines tested included:
 - “Don’t Fake It. The Price is Too High”
 - “Count Me Out”
 - “I Buy Real”
 - ”Fakes Cost More”

- The five logos tested included:

Logo A



Logo B



Logo C



Logo D



Logo E



- Respondents also viewed the following program description:

Counterfeit products are a worldwide problem. You may have heard about or even seen fake luxury goods like handbags and watches. But, many other products also are counterfeited including medicines and automobile parts like brake pads, and these fake goods are sold to unknowing consumers. Fake medicines and car parts can put your life in danger. Buying fake products like purses takes money out of your local economy and puts it into the hands of criminals. Many governments and law enforcement agencies around the world are working hard to stop the production and selling of fakes because these are serious crimes. However, it is also important to convince consumers to choose the real thing and to stop buying counterfeits when shopping to help put an end to the problem.



Executive Summary

- After reading the program description, the majority of respondents globally report high levels of agreement with the message.
 - Over half of respondents in nearly every country surveyed say that they strongly agree with the description.
- In every country surveyed, the tagline “I Buy Real” is rated as the best fit with the program description.
- Of the five logos evaluated, logo E is viewed as the best fit for the program. Specifically, Logo E is rated highest on all of the attributes tested, including being understandable, memorable, convincing, relevant to the program, and best overall fit.
 - However, there are distinct differences by country. Although seven out of the ten countries surveyed rate Logo E as the best fit, Logo B received the highest percentage of the vote by respondents in Korea, Japan, and Great Britain.
 - Further, Korean and Japanese respondents rated Logo B highest on all of the specific attributes tested.





Individual Country Rating of Taglines

- In every country surveyed, “I Buy Real” is rated as the best fit with the program description.
 - Over half of respondents in all countries (except Korea) report high ratings to the tagline “I Buy Real.”
 - Only in Great Britain and Korea is “Don’t Fake It. The Price is Too High” a close second.

Top 3 Box: “Very Well” (rating of 8-10)	USA	ARG	GBR	DEU	ITA	SWE	RUS	CHN	JPN	KOR
“I Buy Real”	58%	55%	50%	65%	54%	58%	57%	66%	59%	34%
“Don’t Fake It. The Price is Too High”	48%	33%	46%	39%	44%	38%	21%	35%	34%	33%
“Fakes Cost More”	36%	38%	38%	36%	35%	30%	18%	53%	37%	15%
“Count Me Out”	24%	38%	28%	49%	45%	28%	11%	30%	29%	14%

Using a scale from 1 to 10, where 1 is “not well at all” and 10 is “very well,” please indicate how well each of the following taglines fit with the program description you just read?



Global Rating of Logos on All Attributes Tested

- Globally, respondents rated Logo E highest on all attributes tested, including being understandable, memorable, convincing, and relevant to the program.

	Logo A	Logo B	Logo C	Logo D	Logo E
Top 3 Box (rating of 8-10)					
Understandable	40%	46%	49%	43%	53%
Memorable	32%	43%	38%	31%	44%
Convincing	31%	39%	37%	31%	43%
Relevant to the program	40%	45%	46%	41%	50%

Using a scale from 1 to 10, where 1 is "not at all" and 10 is "very," how well would you rate this logo on the following attributes?



BASCAP

FAKES **COST** MORE

FAKES CRASH COMPUTERS!



Getting the latest computer software for half price or even free sounds too good to be true. And it is. Counterfeit CDs and pirated software downloads can crash your computer, corrupt your hard drive, and destroy all your files and photos. Fake software costs more.



Governments and law enforcement agencies worldwide work hard to stop counterfeiters from producing and selling fakes and pirated products. It's up to you to put the fakers out of business. Stop buying counterfeit products. **BUY REAL. Because fake products have real costs.**

Learn more at www.IBUYREAL.ORG




www.iccwbo.org/bascap




English Posters

FAKES COST MORE
FAKES CRASH COMPUTERS!



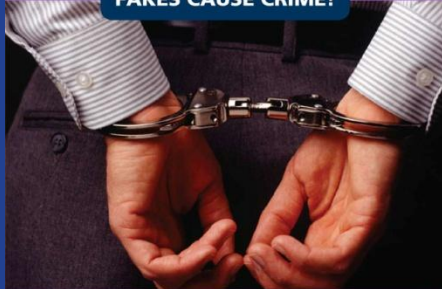
Getting the latest computer software for half price or even free sounds too good to be true. And it is. Counterfeit CDs and pirated software downloads can crash your computer, corrupt your hard drive, and destroy all your files and photos. Fake software costs more.




Governments and law enforcement agencies worldwide work hard to stop counterfeiters from producing and selling fakes and pirated products. It's up to you to put the fakers out of business. Stop buying counterfeit products. BUY REAL. Because fake products have real costs.

Learn more at www.IBUYREAL.ORG

FAKES COST MORE
FAKES CAUSE CRIME!




When you buy counterfeit products or pirated music, films or software your money is funding organized crime around the world and helping to create a low risk, high profit alternative to drug trafficking and other illegal businesses. Fakers are criminals costing you and your community money, security, and even safety.




Governments and law enforcement agencies worldwide work hard to stop counterfeiters from producing and selling fakes and pirated products. It's up to you to put the fakers out of business. Stop buying counterfeit products. BUY REAL. Because fake products have real costs.

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FAKES COST MORE
FAKES CUT JOBS!



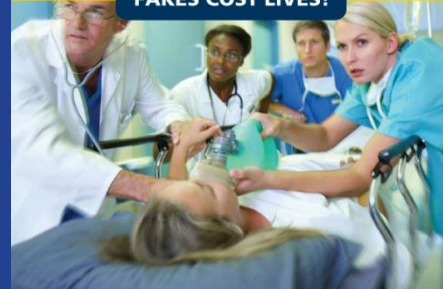
Counterfeit products drain your community's economic lifeblood by robbing legitimate manufacturers and retailers of sales and reducing the need for suppliers, shippers and other manufacturing support. Lower sales results in job cuts—maybe even yours.




Governments and law enforcement agencies worldwide work hard to stop counterfeiters from producing and selling fakes and pirated products. It's up to you to put the fakers out of business. Stop buying counterfeit products. BUY REAL. Because fake products have real costs.

Learn more at www.IBUYREAL.ORG

FAKES COST MORE
FAKES COST LIVES!



Counterfeit medicines, brake pads, and even toys could cost the highest price of all—your life or the life of someone you love. Fake versions of these products and many more come with dangerous risks to your health, your safety, and even your life.



Governments and law enforcement agencies worldwide work hard to stop counterfeiters from producing and selling fakes and pirated products. It's up to you to put the fakers out of business. Stop buying counterfeit products. BUY REAL. Because fake products have real costs.

Learn more at www.IBUYREAL.ORG

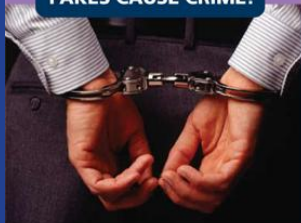




BASCAP

English Brochure

FAKES CAUSE CRIME!



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Learn more at www.IBUYREAL.ORG

BUY REAL.
Because fake products have real costs.

FAKES COST MORE



Learn more at www.IBUYREAL.ORG

An ICC member
BASCAP
Business Action to Stop
Counterfeiting and Piracy



Learn more at www.IBUYREAL.ORG

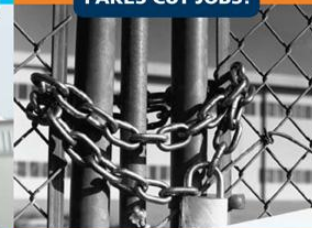
FAKES CRASH COMPUTERS!



Getting the latest computer software for half price or even free sounds too good to be true. And it is. Counterfeit CDs and pirated software downloads can crash your computer, corrupt your hard drive, and destroy all your files and photos. Fake software costs more.



FAKES CUT JOBS!



Counterfeit products drain your community's economic lifeblood by robbing legitimate manufacturers and retailers of sales and reducing the need for suppliers, shippers and other manufacturing support. Lower sales results in job cuts—maybe even yours.

FAKES COST LIVES!



Counterfeit medicines, brake pads, and even toys could cost the highest price of all your life or the life of someone you love. Fake versions of these products and many more come with dangerous risks to your health, your safety, and even your life.

Governments and law enforcement agencies worldwide work hard to stop counterfeiters from producing and selling fakes and pirated products. It's up to you to put the fakers out of business. Stop buying counterfeit products. **BUY REAL. Because fake products have real costs.**

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Phase 3: Partner enrollment & implementation

Equip partners with tools & materials

- *Research report* on consumer perceptions.
- *Creative content* (logos, posters, brochures)
- *Website* where users can download materials
- Communications Guide for creating effective public awareness programs

Identify and recruit local partners/messengers

- Meeting with 45 anti-counterfeiting associations (2/2011)
- Presentation at Global Congress on Combating Counterfeiting (2/2011)
- Press Releases
- Meeting with IGOs (WIPO, WTO, Interpol, WCO)





Partnership Enrollment – Progress to Date

- APM in Germany – Mall exhibition
- ACA in Kenya – World Anti-Counterfeiting Day
- UNIFAB in France – Summer awareness campaign
- ICC in Ukraine – materials translated
- Croatia – Translated and ready to start campaign
- Nigeria





Partnership Enrollment – Progress to Date

- European Union Observatory/OHIM Partnership
 - Materials translated into 24 EU languages;
 - Training workshops with EU IP officers (24-25 October 2011);
 - Next Steps :
 - Commission approval to Observatory move to OHIM;
 - Validate BASCAP research findings in select EU markets;
 - Pilot test “tool kit” using FCM/IBR materials and other best practice examples.





BASCAP

Brochure Covers

German

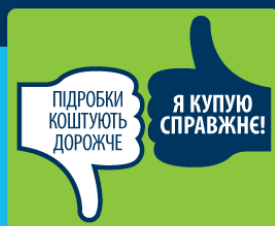
**FÄLSCHUNGEN
SIND TEUER**



Erfahren Sie mehr unter
www.IBUYREAL.ORG

Ukraine

**ПІДРОБКИ
КОШТУЮТЬ
ДОРОЖЧЕ**



Дізнайся більше на сайті
www.IBUYREAL.ORG

French

**LE FAUX
PEUT VOUS
COUTER CHER**



Plus d'infos sur
www.unifab.com &
www.IBUYREAL.ORG

Swahili

**BIDHAA
GHUSHI/BANDIA
HUGHARIMU
ZAIDI**

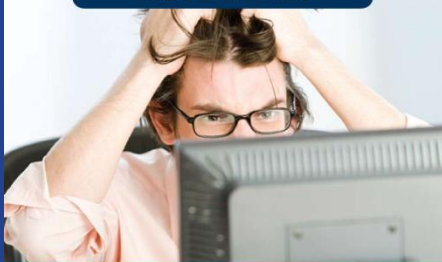


www.IBUYREAL.ORG

French Posters

le faux peut vous coûter cher

Le faux peut endommager votre ordinateur



Obtenir le dernier logiciel pour votre ordinateur à moitié prix ou gratuitement, c'est trop beau pour être vrai. Utiliser des CD contrefaisants et télécharger des logiciels piratés peut endommager votre ordinateur, altérer votre disque dur et détruire vos dossiers et vos photos. Les faux logiciels coûtent plus cher.



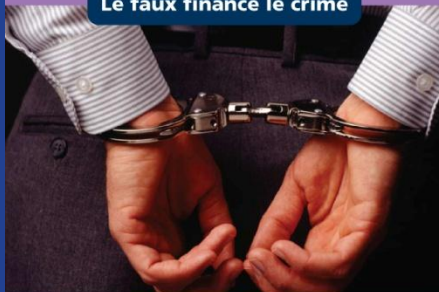
Les gouvernements et les autorités publiques du monde entier travaillent sans relâche pour empêcher les contrefacteurs qui produisent et vendent de faux produits. Vous avez également un rôle à jouer pour mettre en déshonneur au chômage : n'achetez plus de contrefaçons. Achetez VRAI. Parce qu'acheter du faux peut avoir des conséquences bien réelles.

Plus d'infos sur www.unifab.com & www.IBUYREAL.ORG



le faux peut vous coûter cher

Le faux finance le crime



En achetant des produits contrefaisants ou de la musique, des films ou des logiciels piratés, votre argent subventionne le crime organisé dans le monde entier et finance une activité illégale moins risquée et plus lucrative que le trafic de drogue. La contrefaçon peut vous coûter très cher, voire même menacer votre sécurité ou votre santé.



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le faux peut vous coûter cher

Le faux peut vous coûter votre emploi



Les contrefacteurs menacent le dynamisme économique de votre pays en s'attaquant aux fabricants, détaillants, fournisseurs et transporteurs légitimes. La baisse des chiffres d'affaires provoque des pertes d'emplois. Cela peut vous concerner.



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le faux peut vous coûter cher

Le faux peut vous coûter la vie



Les faux médicaments, fausses plaquettes de freins ou faux jouets peuvent vous coûter le prix fort : la vie ou celle de l'un de vos proches. La contrefaçon peut être une menace pour votre santé ou votre sécurité.



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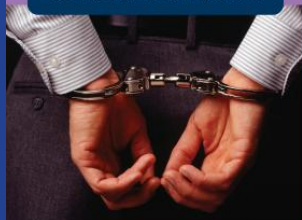




BASCAP

French Brochure

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ACHÉTEZ VRAI.
Parce qu'acheter du faux peut avoir des conséquences bien réelles.

LE FAUX PEUT VOUS COUTER CHER



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BASCAP

[WWW.IBUYREAL.ORG](http://www.ibuyreal.org) – THE CAMPAIGN WEBSITE

FAKES COST MORE

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Consumers:
Make the Pledge "I BUY REAL!"
learn more...

Organizations:
Join Us in the Fight Against Fakes."
become a partner...

Links and Resources
more...

Global Partners
Austria | Belgium | Bulgaria | China | Croatia | Cyprus | Czeck Republic | Denmark | Estonia | Finland | France | Germany | Greece | Hungary | Ireland | Italy | Japan | Kenya | Korea | Latvia | Lithuania | Luxembourg | Malta | Mexico | Netherlands | Poland | Portugal | Romania | Russia | Slovakia | Slovenia | Spain | Sweden | Ukraine | United States


Governments and law enforcement agencies worldwide work hard to stop counterfeiters from producing and selling fakes and pirated products. It's up to you to put the fakers out of business. Stop buying counterfeit products.

An ICC initiative
BASCAP
Business Action to Stop Counterfeiting and Piracy





WWW.IBUYREAL.ORG – THE CAMPAIGN WEBSITE



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news...

World Anti-Counterfeiting Day - June 8, 2011
[more...](#)

German Anti-Counterfeiting Association (APM)
Exhibition Information
[more...](#)

more news

CONSUMERS : MAKE THE PLEDGE: 'I BUY REAL'

Most people don't know FAKES COST MORE, but they do.

FAKES...

- Cut Jobs
- Cause harm
- Cripple economic growth
- Crash computers
- Cultivate crime
- Cause waste
- Kill

Government and law enforcement agencies worldwide work hard every day to stop counterfeiters from producing and selling fakes. However, it's up to you to permanently put fakers out of business by not buying counterfeit products. BUY REAL. Because fake products have real costs. Join consumers from around the world in pledging 'I Buy Real'.

GLOBAL PARTNERS

- Austria
- Belgium
- Bulgaria
- China
- Croatia
- Cyprus
- Czech Republic
- Denmark
- Estonia
- Finland
- France
- Germany
- Greece
- Hungary
- Ireland
- Italy
- Japan
- Kenya
- Korea
- Latvia
- Lithuania
- Luxembourg
- Malta
- Mexico
- Netherlands
- Poland
- Portugal
- Romania
- Russia
- Slovakia
- Slovenia
- Spain
- Sweden
- Ukraine
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Links and Resources

[more...](#)

CAMPAIGN POSTERS


FAKES COST MORE
FAKES CAUSE CRIME!



When you buy counterfeit products in a retail store, they are helping your money to funding counterfeit sales around the world and helping to cause a loss of jobs, high profile information to drop, and helping to cause other illegal activities. Before you purchase anything, you and your community, safety, security, and our nation.

Learn more at www.IBUYREAL.ORG


FAKES COST MORE
FAKES CRASH COMPUTERS!



Getting the latest consumer software for half price or even free, sounds like a good deal. But this counterfeit software is not what you need. It can corrupt your computer, corrupt your hard drive, and destroy all your files and photos. Take consumer care now.

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BASCAP



LEARN MORE

Get Involved!

For more information go to:

www.ibuyreal.org

or

www.iccwbo.org/bascap

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