

PROTECTING BRAND FROM COUNTERFEITS AND RECLAIMING THE MARKET

CASE STUDY

BRAND PROTECTION

PROBLEM

A leading multinational FMCG company – the client – was facing severe problem with counterfeits of its products. The face cream marketed by the client was particularly affected by the counterfeits. The client was facing heat on sales, losing its market share and ran the risk of customer dissatisfaction.

The client had formed an opinion that the counterfeits were being imported in the country from a neighboring country. The client approached SecureMarc seeking assistance with the issue that was existent for a long time.

APPROACH

The client provided SecureMarc with sufficient samples of the counterfeit cream. SecureMarc joined heads with the stakeholders and discussed the problem at length. The SecureMarc team analyzed the information and counterfeit samples collected from the client.

The analysis indicated that the problem was emanating within the country, i.e. the counterfeits were being manufactured within the country and not imported. SecureMarc team discussed analysis with the client officials who agreed with the findings and were convinced.

The client wanted immediate enforcement actions against counterfeit retailers, wholesalers and also at the point of entry. SecureMarc reasoned with the client, proposed a plan and requested them to follow it for effective results. SecureMarc formulated a strategy to get to the root cause of the problem viz. the manufacturer of the counterfeit cream.

SOLUTION

SecureMarc surveyed the wholesale market in Mumbai from where the counterfeits were being distributed throughout the country and identified certain key wholesalers involved in selling the counterfeits of the client. The SecureMarc team was able to identify the counterfeit manufacturer, raw material suppliers and the entire supply chain using various investigative techniques such as use of undercover operatives, surveillance, source development etc.

In a well-coordinated multi-location raid SecureMarc was able to take the complete chain out of business thereby reclaiming the clients market. The traces of counterfeits were almost wiped out of the market and the client was able to claim its rightful market.

CONCLUSION

The correct analysis of the problem faced by the client guided the efforts in the right direction. A well thought out investigative strategy and planned implementation combined with the extensive experience, contacts and resourcefulness; SecureMarc was able to achieve excellent results.