The Internet is the #1 Sales Channel for Brand Pirates

I-TRACK™ helps Fortune 500 companies identify, target, and shut down illegitimate trade channels

What is happening to your brands on the Internet?

Do you know? Are you in control? Or, are your products being cheapened, sold illegally—or even counterfeited?

Brand piracy is a $500 billion problem

Brand piracy is estimated to be a $500 billion industry, operating across national and jurisdictional boundaries. Illicit groups such as organized crime syndicates and political extremists like al-Qaeda manufacture and sell illegally-branded products in order to fund their operations.

As much as 25% of your company’s value may be in brand equity

Brand leaders gain as much as 25 percent of their companies’ shareholder value from intangible brand equity. Among big-brand companies, this figure can easily exceed $10 billion. Brand piracy attacks and erodes this brand equity.

The Internet is the storefront for brand pirates

Brand pirates use the Internet to easily reach out to consumers—your customers. Brand pirates are only a mouse click away from diverting revenue streams from your company and your shareholders.

Counterfeit products may look real, come in real-looking packaging, and may even have some of the real thing as an ingredient—but they are not made by you. Consumers typically do not know the difference, and may buy and use the bogus product. These products are ineffective at best, and dangerous at worst.

Experts agree that continual intelligence is your first line of defense against brand piracy and unauthorized trading. I-TRACK™ from The Knowledge Agency® is such an intelligence program, focused exclusively on protecting the equity within your brand.
Unique Capabilities, Proven Results

The Knowledge Agency’s unique capabilities are the industry’s most effective in generating continuous brand intelligence, the requirement experts most often cite as key to a successful counter-piracy program.

The I-TRACK process is designed to fight brand piracy, and has been proven by Fortune 500 clients during more than five years of utilization. It is built on a proprietary process called Dynamic BrandSpace Mapping™.

I-TRACK merges human intelligence and judgment with advanced technologies to optimize your counter-piracy activities, and does so with the collective advantage of these features:

- **Brand Focus** targets a single significant area of risk.
- **Statistical Aggregates** detect patterns in snapshot data.
- **Trend Analysis** uncovers trends in time-based, seemingly unconnected data.
- **Global Scope** tracks trade in North America, Europe, and Asia.
- **Site Visibility Indexing™** uses a proprietary algorithm to rate the visibility of sites to consumers.
- **Visibility-Based Filtering** uses screens based on the Site Visibility metrics to provide reports that focus on the highest-visibility sites.
- **Site Threat Indexing™** highlights potential brand infringements.
- **Cluster Mapping™** applies proprietary network analysis techniques to identify cases where a single operation uses multiple sites.
- **Standard and Custom Reporting** allow you to get up-and-running quickly, then to grow into customized tracking and reporting.

I-TRACK™ ROI

Continuous coverage of your brand using I-TRACK’s unique capabilities provides three distinct benefits that are not available with other products or services.

- **Channel Knowledge.** I-TRACK enables you to gain greater control over your brand’s Internet marketing mix, pricing, and channel compliance.
- **Infringement Awareness.** I-TRACK significantly enhances your opportunities to identify potential trademark and product integrity infringements. This protects your market share, as well as the reputation of your brand and company, in the Internet marketplace.
- **Enhanced Mitigation.** Because I-TRACK focuses the mitigation effort, subsequent investigations are more productive and cost-effective.

I-TRACK Out-thinks and Out-performs the Robots

Brand pirates are typically smart, well-organized, and evasive. Combating brand piracy requires more intelligent solutions than simple automated technologies such as bots, spiders, and crawlers.

Such robotic approaches produce results confined to the limited parameters of a software program, much like an aircraft autopilot guides a plane along a set course toward a predetermined destination.

I-TRACK captures data obscured deep within the global Internet that is missed by bots. I-TRACK is optimized by industry specialists—giving technology the all-important human factor—so that it can effectively ferret out and reveal data by:

- Intelligently deep-mining the Internet;
- Reacting to new techniques of brand piracy;
- Eliminating redundant, non-relevant, and “false positive” hits;
- Interpreting and analyzing the results; and
- Creating organized, actionable intelligence.

The Knowledge Agency welcomes the chance to test our effectiveness against those of others in head-to-head “shoot-outs”. In one comparison, I-TRACK identified 2½ times the volume of Internet activity in the target industry as did another widely-known source.

Next Steps

Is your brand at risk? Call The Knowledge Agency now—if you qualify, we will offer you a complimentary **Brand Equity @ Risk™** assessment of your brand’s exposure to a potential piracy problem.

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About The Knowledge Agency®

The Knowledge Agency (TKA) is a research firm focusing exclusively on identifying and managing threats to enterprise value. TKA’s I-TRACK™ is dedicated to helping companies fight problems related to attacks on product, brand, and channel integrity.

Since TKA began operations in 1991, our clients have included leading companies in a number of industries, including pharmaceuticals, consumer packaged goods, consulting, financial services, and government.

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