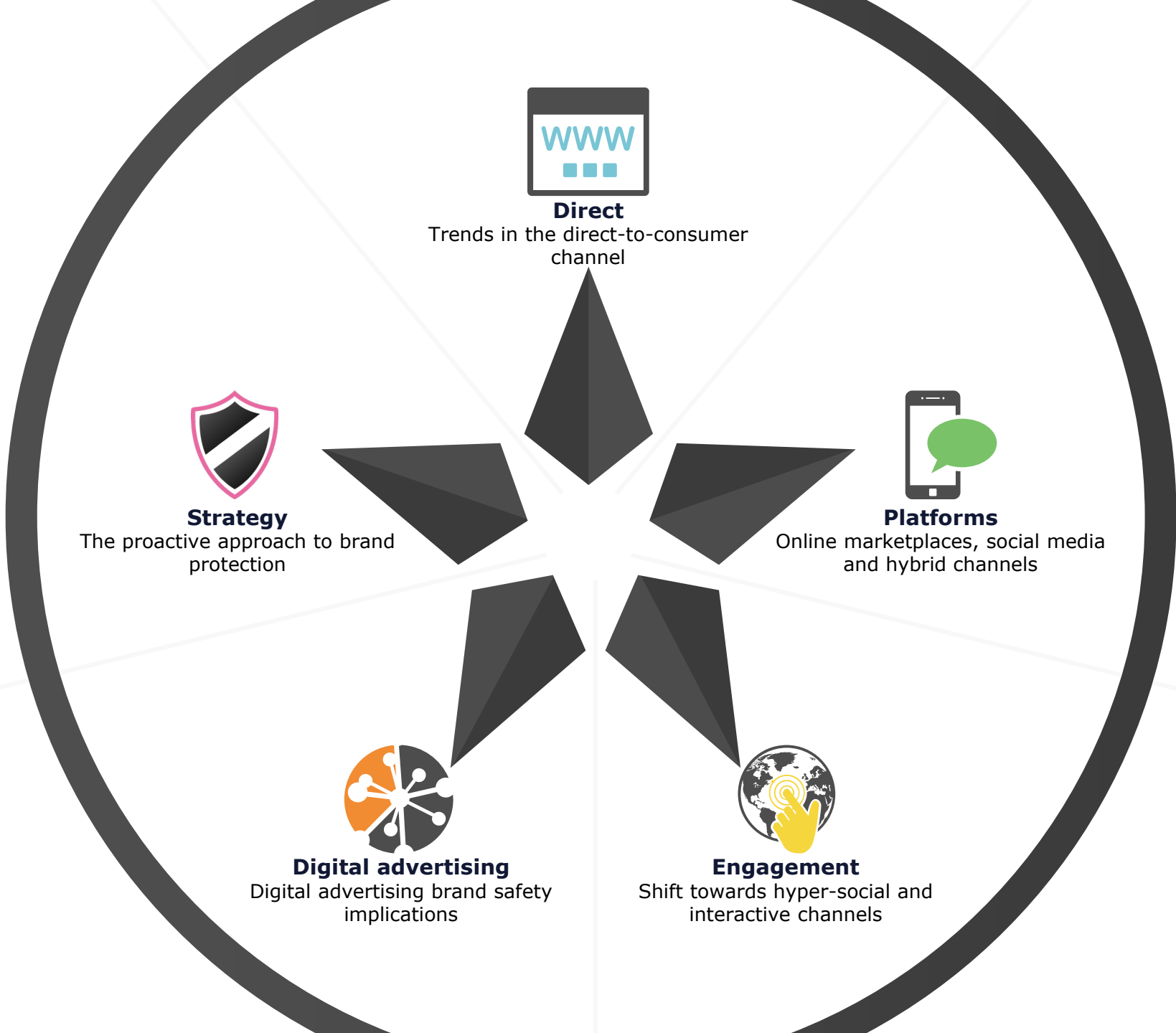


Consumer Engagement: Brand Protection Strategies as a Proactive Approach





Direct

Trends in the direct-to-consumer channel



Platforms

Online marketplaces, social media and hybrid channels



Engagement

Shift towards hyper-social and interactive channels



Digital advertising

Digital advertising brand safety implications



Strategy

The proactive approach to brand protection



SHOP



Direct-to-consumer is a rapidly growing channel for sales and comms



Traditional domain name registry monitoring is still vital



Apply SEO monitoring techniques to uncover infringing domains

Direct

Platforms: Marketplaces



Regularly audit online marketplaces to shape takedown policy



Ensure official stores are easily discoverable on key online marketplaces



Hybrid social-marketplaces are growing in popularity



Platforms: Social Media



Deliver regular, engaging content across all major social media platforms



Social media platforms are starting to leverage user base for sales



Ad spending on influencers is estimated to rise to \$10 billion



Engagement: Live streaming

Instagram



Facebook



Snapchat



WeChat



Alibaba



Tik Tok



Estimated 26 billion
connected IoT devices by
2020



Replenishment goods and
low-ticket items are key
segment

Engagement: Vcommerce

Digital Advertising



Low level of oversight and clarity within digital advertising space

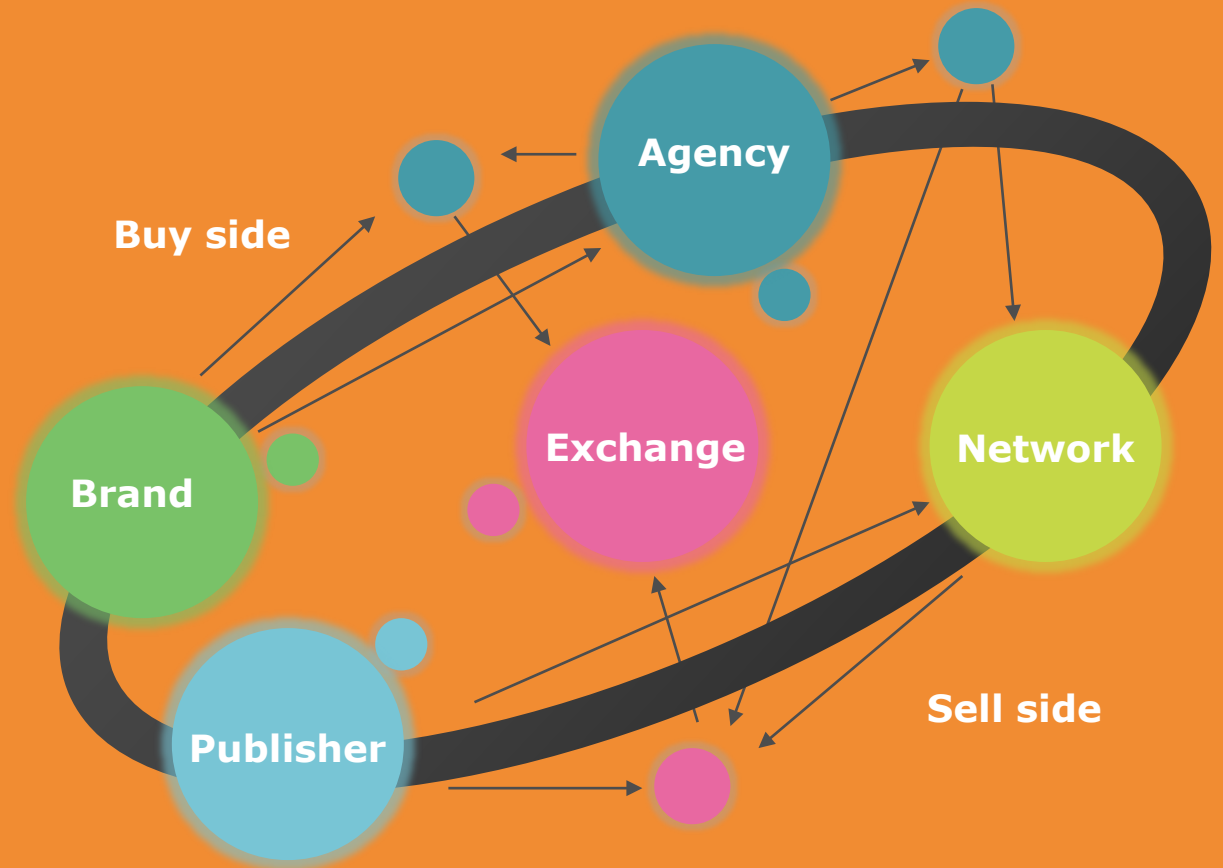


Outsourcing can led to low ROI



Brand safety is significant risk with brands moving away from digital spend

EUIPO Digital Display Intermediary Universe



Align brand protection with core strategy	Brand protection does not exist in isolation – working with marketing is as key as working with legal or security.
Domain monitoring	Traditional monitoring of domain registries is still vital – monitoring dropshipping also needs to be considered.
Connecting online-offline experience	Engage customers with a connected experience between online and offline stores to strengthen direct-to-consumer channel which maximises the delivery of brand values.
Constant monitoring key marketplaces	Focus online marketplace takedown program on key platforms including both platforms in countries which are key sales territories and platforms in countries which are export hubs.
Develop brand voice on social media	Crowd-out infringers on social media with playful and inventive content – and exceptional customer service.
Explore new channels to connect with new audiences	Live streaming is the most interactive medium and rapidly developing in both the East and West.
In-housing	Consider moving key areas – or parts – in-house to maximise compliance monitoring and efficiency in brand protection spend.

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Questions?