

BRAND PROTECTION

SUCCESS CASE



TESTIMONIAL → *Multinational Software and Video Game Developer*



In 2017, we began working with Echez Group to combat one of the biggest challenges we faced as a company, the counterfeiting of our products and their improper distribution. These actions were affecting the value and good name of the brand, damaging the company's genuine sales channel and **putting our users at serious cybersecurity risks.**

The increase in the sale of software in different marketplaces and websites around the world allowed us to discover that many of these products are irregular; that is, they are not correctly licensed and often **contain malware**, which endangers electronic devices and puts at serious risk the personal information stored by each of the users.

Throughout this 6-year experience, we made strategic decisions, eliminating more than 28,000 fake ads and identifying **USD 601M in lost revenue due to piracy.**

With the help of Echez Group, we created containment projects that allowed us to develop and implement strategic marketing and communication plans for our sales channels, mitigating the effects of piracy in each country where we have a presence.

Thus, we have been able to bring to legality the illegitimate distributors of our products, which affect the resources of the correct sale, the name and reputation of our company, gradually increasing our profits and shielding us from our customers with a clear strategy of brand protection and cybersecurity for our products



PROJECT CHALLENGES

- To mitigate the effects of irregular software sales in the open sales market.
- Create containment strategies to prevent counterfeit products.
- Identify illegitimate distributors who market products globally.
- Protect the brand's reputation, the genuine sales channel, and the correct marketing of the company's products.



SOLUTIONS

Developing consultancy in 33 countries worldwide, allowing the correct implementation of revenue containment strategies.

Working together with e-commerce platforms, eliminating ads that were infringing intellectual property rights.

IMPACT

- Removal of fraudulent advertisements that affected the reputation of the brand.
- Development of training on correct sales practices for partners and distributors.
- Effective communication to local distributors of achievements reached through the strategic solutions implemented.
- Re-education and conversion of unauthorized resellers into genuine marketing channels.

RESULTS

Throughout this 6-year experience and making strategic decisions, our achievements are as follows:

USD \$601M+

identified as lost revenue due to piracy or irregular marketing of the product.

33+

countries served globally.

28K+

ads eliminated and permanently canceled.

346+

marketplaces and e-commerce platforms analyzed.

50K+

resellers reported,

35K

contacted, and

35K+

reported as suspicious.

182K+

fraudulent ads removed on 330 commercial platforms in 4 continents.