

# Christmas Counterfeit Campaign

DIGITAL TOOLKIT: Nov-Dec 2020



## Campaign Objectives

- Deter consumers from buying counterfeit goods by highlighting the dangers and unhygienic aspects of the industry;
- Provide guidance on how to avoid unwittingly purchasing counterfeit products online, particularly in the run-up to Christmas;
- Acknowledge that many consumers will have particularly tight budgets this year and provide advice on how to shop online safely;
- Reach as many consumers as possible

## Key Messages

The campaign hashtags are: **#DontFakelt**, **#GlamScam** and **#ElfAndSafety**

The messaging is split into 5 key themes, each of which will have its own set of assets:

- General messaging (including fake websites)
- Clothes / Shoes / Accessories
- Cosmetics
- Toys
- Electrical Products

## Timeline

The campaign will run from 28 October until 14 December. Weekly topics will be as follows:

| Week                          | Marketing Activity                                |
|-------------------------------|---------------------------------------------------|
| Week 1 (launch on 28 October) | Campaign launch with general messaging and logo   |
| Weeks 2 (2 November)          | Focus on counterfeit clothing/accessories         |
| Week 3 (9 November)           | Focus on counterfeit cosmetics                    |
| Week 4 (16 November)          | National Consumer Week - focus on online shopping |
| Week 5 (23 November)          | Focus on counterfeit toys and Black Friday        |
| Week 6 (30 November)          | Focus on counterfeit Christmas products           |
| Week 7 (7 December)           | Release of podcast featuring campaign partners    |

## Campaign Assets

In addition to these generic graphics, social media graphics and videos are available for each key theme. Graphics are also available as .ai files should partners wish to customise them with their own logos.

[All social media graphics can be downloaded here.](#)

Logo



Twitter  
Header



Facebook  
Header



Instagram



# Messaging

## General Messaging

|    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|----|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1  | When money's tight, it can be tempting to bag a branded bargain online. #DontFakelt – fake goods are usually made from substandard and even dangerous materials and won't last long. Keep your home and family safe – don't risk buying untested and potentially toxic products.                                                                                                                                                                                                  |
| 2  | According to the IPO, 30% of UK consumers would knowingly buy a counterfeit product if they saw it for a fraction of the genuine price. You might know it's a fake, but you don't know what conditions it's stored in, what materials it contains or how safe it is #DontFakelt                                                                                                                                                                                                   |
| 3  | Which? has found fake, illegal and dangerous goods for sale on online marketplaces. One child's car seat was 'reduced' from £71 to £17 - it was found that it did not meet UK safety regulations and could put a child's life in danger. (Link: <a href="https://www.which.co.uk/news/2020/08/fake-illegal-and-dangerous-products-sold-on-wish-com/">https://www.which.co.uk/news/2020/08/fake-illegal-and-dangerous-products-sold-on-wish-com/</a> )                             |
| 4  | The ACG has simple steps to avoid potentially dangerous counterfeit goods online: Buy products from trusted stockists rather than through marketplace listings. If the price looks too good to be true, it probably is. Check the product listing and packaging for spelling and grammar mistakes. Find out more: <a href="https://www.a-cg.org/useful_info/the-dangers-of-fakes">https://www.a-cg.org/useful_info/the-dangers-of-fakes</a>                                       |
| 5  | When shopping online, it's safest to stick to trusted brands or suppliers you have used before. Throughout the pandemic, hundreds of consumers have lost money to fake websites and have potentially given their personal details to scammers. Get top tips on shopping safely online from the NCSC: <a href="https://www.ncsc.gov.uk/guidance/shopping-online-securely">https://www.ncsc.gov.uk/guidance/shopping-online-securely</a>                                            |
| 6  | Last year, 67% of counterfeit/pirated goods were sold via social media (according to IPO figures). Don't fund a tax-free lifestyle for scammers - #DontFakelt                                                                                                                                                                                                                                                                                                                     |
| 7  | More of us will be doing Christmas shopping online this year – if you think you've spotted a festive bargain at a much lower price than the official brand, think twice. Check whether Ebay/Amazon listings are likely to be fake at <a href="https://vistalworks.com/checker">https://vistalworks.com/checker</a>                                                                                                                                                                |
| 8  | When shopping online, carry out some research before purchasing from sellers or companies you are not familiar with, particularly if they are selling branded goods at prices significantly lower than in official stores. Which? have advice on spotting fake products online: <a href="https://www.which.co.uk/consumer-rights/advice/how-to-report-fake-or-counterfeit-products">https://www.which.co.uk/consumer-rights/advice/how-to-report-fake-or-counterfeit-products</a> |
| 9  | What can you do if you've bought a Christmas gift for someone online and realised it's a fake? Don't give them the gift – at best it might not work and at worst it could be dangerous or toxic. Don't risk it - #DontFakelt                                                                                                                                                                                                                                                      |
| 10 | Are you overwhelmed by endless festive sales and discounts on clothes, shoes and cosmetics? Find out how to spot a festive fake in our video: <a href="https://www.youtube.com/watch?v=iP4MvVv2OJ8">https://www.youtube.com/watch?v=iP4MvVv2OJ8</a>                                                                                                                                                                                                                               |
| 11 | During the pandemic, there has been a huge increase in the number of online scams where customers paid for items on fraudulent websites which were never delivered. Which? have published guidance on recognising suspicious websites: (Link: <a href="https://www.which.co.uk/consumer-rights/advice/how-to-spot-a-fake-fraudulent-or-scam-website">https://www.which.co.uk/consumer-rights/advice/how-to-spot-a-fake-fraudulent-or-scam-website</a> )                           |

|    |                                                                                                                                                                                                                                                                                                                           |
|----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 12 | If you're doing your Christmas shopping online, rather than relying on reviews hosted on the website you are purchasing from, look for independent reviews on official websites. Fake reviews may have spelling errors or sound like an advert rather than an opinion and several reviews may be posted by the same user. |
| 13 | The sale of counterfeit goods results in £4 billion being lost to the UK economy each year in tax revenue – money which could otherwise have been used to fund vital public services. Report counterfeit goods on social media or online marketplaces to Advice Direct Scotland on 0808 164 6000                          |
| 14 | 80,000 jobs are lost in the UK each year due to the trade in counterfeit goods - help protect legitimate businesses this Christmas and #DontFakelt                                                                                                                                                                        |
| 15 | UK consumers buying counterfeit goods paid almost £4.8 billion over what the goods were actually worth according to @The_IPO. Don't waste money on scammers - you're buying a fake so that they can afford to buy the real thing #GlamScam                                                                                |

## General Images

[Click here to download all images sized for social media feeds](#)



## Clothes / Shoes / Accessories

|   |                                                                                                                                                                                                                                                                                     |
|---|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1 | Counterfeit clothes are often stored in dirty, unsanitary conditions. Goods seized in a recent TSS operation were being kept in a room with bedbugs, animal faeces and drug paraphernalia. Buy real and make sure you don't get a nasty surprise #DontFakelt                        |
| 2 | Fake designer goods advertised through online marketplaces may look like the real thing, but what you don't see is that they are poorly made, unsafe and often stored in filthy conditions. Don't risk your health #DontFakelt                                                      |
| 3 | Struggling to find sportswear this autumn? Big brands might be selling out fast but it's not worth buying a fake - when you buy counterfeit goods you're helping to fund the scammers so they can afford the real thing #GlamScam                                                   |
| 4 | During March/April 2020 there was a 2,490% increase in fake face masks – you might not think there's any harm in buying fake brands but counterfeit goods are often made and stored in disgusting conditions. Stay safe - #DontFakelt                                               |
| 5 | When you buy counterfeit goods you don't know what kind of conditions they've been stored in. We've found fake designer clothes, bags and shoes being kept in a dirty house surrounded by bedbugs, cigarette smoke, and unclean animals. Be careful where you buy from -#DontFakelt |

## Social Media Images

[Click here to download all images sized for social media feeds](#)



**Where's Your Handbag Been?**

Counterfeit bags are often stored in filthy and unsanitary conditions

**#GlamScam**



**What's That Smell?**

We've found counterfeit clothes stored in dirty rooms with bedbugs, cigarette smoke and animals

**#DontFakelt**



# Cosmetics

|   |                                                                                                                                                                                                                                                                                                                                                                                                                       |
|---|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1 | What's the difference between paying £5 and £50 for makeup? Unbranded and counterfeit cosmetics can contain dangerous chemicals and are unlikely to have gone through safety testing. #DontFakelt                                                                                                                                                                                                                     |
| 2 | Think twice before buying cheap cosmetics and perfumes through online marketplaces – if they're a fraction of the normal price, they're very likely to be fakes. Vistalworks have done some research into the dangers of fake eyelash glue: <a href="https://vistalworks.com/blog/2019/7/18/eyelash-glue-agony-for-online-shoppers">https://vistalworks.com/blog/2019/7/18/eyelash-glue-agony-for-online-shoppers</a> |
| 3 | Is a bargain still a bargain when it contains toxic chemicals? Many counterfeit cosmetics sold through online marketplaces contain dangerous ingredients. Don't be tempted to a #GlamScam - check whether goods are genuine: <a href="https://vistalworks.com/checker">https://vistalworks.com/checker</a>                                                                                                            |
| 4 | Puffy eyes, red face and cracked lips? You can't avoid a winter cold but you can avoid using counterfeit cosmetics, which are untested and often contain chemicals which cause allergic reactions and skin complaints. #GlamScam                                                                                                                                                                                      |
| 5 | Have you been asked to get a particular brand for someone this Christmas? Check the brand's own website for a list of legitimate sellers and if you see it listed online at a price that seems too good to be true it probably is. Find out how to spot a festive fake: <a href="https://www.youtube.com/watch?v=iP4MVVv2OJ8">https://www.youtube.com/watch?v=iP4MVVv2OJ8</a>                                         |
| 6 | Be careful when buying hair dyes and haircare products online – unbranded or counterfeit products can contain toxic ingredients and are unlikely to have been tested. Find out more: <a href="https://vistalworks.com/blog/harmful-hair-products-cost-you-more-than-a-bad-hair-day">https://vistalworks.com/blog/harmful-hair-products-cost-you-more-than-a-bad-hair-day</a>                                          |

## Social Media Images

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**Would you put untested chemicals on your body?**

Avoid allergic reactions, rashes and burns - don't buy fake cosmetics

**#DontFakelt**



**Cosy night in or a trip to the pharmacy?**

Fake cosmetics often contain banned chemicals and are often made in filthy conditions

**#DontFakelt**



**Glam or Grotty?**

Counterfeit cosmetics are often made and stored in dirty, unsanitary conditions

**#DontFakelt**

# Toys

|   |                                                                                                                                                                                                                                                                                                                                                      |
|---|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1 | A recent study by the British Toy and Hobby Association found that 60% of toys it tested from third-party online marketplace sellers had serious safety failures, while 86% were illegal to sell in the UK. Get top tips on buying toys safely at <a href="http://www.btha.co.uk">www.btha.co.uk</a>                                                 |
| 2 | When there are lots of stockings to fill, it can be tempting to grab a bargain that looks too good to be true. Remember that counterfeit toys won't have gone through quality testing and might contain dangerous materials, loose parts and sharp edges – don't risk it. #ElfAndSafety                                                              |
| 3 | Have you seen one of this year's top toys at a knock-down price on Ebay? Don't be tempted to a cheap deal which might not meet #ElfAndSafety standards – check whether it's real or a #snowfake using Vistalwork's online tool: <a href="http://www.vistalworks.com/checker">www.vistalworks.com/checker</a>                                         |
| 4 | If you're buying toys online this Christmas, make sure you're getting the real deal. Check that the seller you're buying from is licensed by the brand holder to sell their products and that the product description states that the toy is an original. Find top tips for buying toys safely at <a href="http://www.btha.co.uk">www.btha.co.uk</a> |
| 5 | Although it can be tempting to make a rushed decision when you finally find a must-have toy that's sold out everywhere else, don't risk filling stockings with counterfeit toys – they can contain toxic materials and loose fittings. #ElfAndSafety                                                                                                 |
| 6 | There are high #ElfAndSafety standards in Santa's workshop, but online marketplaces are not responsible for checking that toys are safe. Look for the Lion Mark or CE marking to make sure that toys meet UK and EU safety standards. Find out more at <a href="http://www.btha.co.uk">www.btha.co.uk</a>                                            |

## Social Media Images

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| Genuine Toys                                                                                                                                                                                                | Snowfakes                                                                                                                                                      |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|
| All meet the same high #ElfAndSafety standards                                                                                                                                                              | Might look the same as genuine toys at first glance, but can have:                                                                                             |
| <ul style="list-style-type: none"> <li>✓ sold by a legitimate outlet / trader</li> <li>✓ official safety markings</li> <li>✓ original packaging</li> <li>✓ details of manufacturer / distributor</li> </ul> | <ul style="list-style-type: none"> <li>✓ toxic chemicals or materials</li> <li>✓ loose fittings</li> <li>✓ sharp edges</li> <li>✓ dangerous charger</li> </ul> |
|  <ul style="list-style-type: none"> <li>✓ Elf Approved</li> </ul>                                                        | <ul style="list-style-type: none"> <li>✗ Not Approved</li> </ul>                                                                                               |

Make sure all the toys in your stocking are Elf Approved



- ✓ sold by a legitimate outlet / trader
- ✓ official safety markings
- ✓ original packaging
- ✓ details of manufacturer / distributor
- ✓ Elf Approved

Avoid #Snowfakes this Christmas

**don't Fake it**

Counterfeit building blocks may contain toxic chemicals and could present a choking hazard



Counterfeit teddies could have **loose eyes or buttons** and might be made from **flammable materials**



#DontFakelt



# Electrical Products

|   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|---|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1 | According to @ElecSafetyFirst, one in 10 people in the UK have experienced an electric shock or fire after buying fake electrical products online. Find out more about how to spot counterfeit electrics online: <a href="https://www.electricalsafetyfirst.org.uk/guidance/safe-shopping-and-counterfeit-products/">https://www.electricalsafetyfirst.org.uk/guidance/safe-shopping-and-counterfeit-products/</a>                                                             |
| 2 | A third of people who have bought an electrical fake purchased the product from an online marketplace. Electrical Safety First recommends buying from a retailer that you trust, either direct from the manufacturer's website or a trusted High Street name. Find out more: <a href="https://www.electricalsafetyfirst.org.uk/guidance/safe-shopping-and-counterfeit-products/">https://www.electricalsafetyfirst.org.uk/guidance/safe-shopping-and-counterfeit-products/</a> |
| 3 | Electrical goods are the most counterfeited types of products according to @The_IPO, with £2.5 billion of fakes imported into the UK each year. Fake electricals are incredibly dangerous as they don't meet UK safety standards and can cause fires, electric shocks and other injuries. Don't risk it                                                                                                                                                                        |
| 4 | Be careful when buying hair dryers, straighteners or curlers through online marketplaces – you don't want to ruin your hair with products which don't meet UK safety standards.                                                                                                                                                                                                                                                                                                |
| 5 | 98% of counterfeit phone chargers tested by @ElecSafetyFirst were extremely dangerous – counterfeit goods cause thousands of serious injuries and several fatalities each year. Stay Safe - #DontFakelt. ( <a href="https://www.electricalsafetyfirst.org.uk/blog/the-dangers-of-online-marketplaces/">https://www.electricalsafetyfirst.org.uk/blog/the-dangers-of-online-marketplaces/</a> )                                                                                 |
| 6 | Don't be superficial when buying a new charger - a fake may look the same as a genuine product on the outside but it's what's inside that counts. These x-ray images from @ElecSafetyFirst show the difference between a real and fake charger #DontFakelt                                                                                                                                                                                                                     |
|   | [Message 6 can be adapted to say hair straighteners, blenders or steam mops instead of chargers]                                                                                                                                                                                                                                                                                                                                                                               |

## Social Media Images

[Click here to download all images sized for social media feeds](#)



## Other Resources

### Videos

- [How to Spot a Counterfeit](#)
- [Shock to Share \(cosmetics\)](#)
- [Shock to Share 2 \(electronics\)](#)
- [Shock to Share 3 \(fake clothes\)](#)

### Partners

| Organisation            | Website                                                                                | Social Media     |
|-------------------------|----------------------------------------------------------------------------------------|------------------|
| Vistalworks             | <a href="http://www.vistalworks.com">www.vistalworks.com</a>                           | @Vistalworks     |
| BTHA                    | <a href="http://www.btha.co.uk">www.btha.co.uk</a>                                     | @BTHA            |
| ACG                     | <a href="http://www.a-cg.org">www.a-cg.org</a>                                         | @The_ACG         |
| Electrical Safety First | <a href="http://www.electricalsafetyfirst.org.uk">www.electricalsafetyfirst.org.uk</a> | @ElecSafetyFirst |
| SCOTSS                  | <a href="http://www.scotss.org">www.scotss.org</a>                                     | @socotss         |
| IPO                     | <a href="http://www.gov.uk/ipo">www.gov.uk/ipo</a>                                     | @The_IPO         |
| Snapdragon              | <a href="http://www.snapdragon-ip.com">www.snapdragon-ip.com</a>                       | @snapdragon_ip   |

### Useful Links

[IP Crime & Enforcement Report 2019/20](#)

[BTHA 'Don't Toy With Children's Safety' Report 2020](#)

Throughout the campaign, further videos and animations will be made available for each theme on a weekly basis - they will be uploaded to our [YouTube channel](#).