



COUNTERFEITS CAUSE HARM. EVEN TO YOU.

MEDIA RELEASE

BERN, 1 MAY 2023

Honest advertising of fake products

Online retail is booming more than ever – and so is the counterfeiting industry. But how can buyers be persuaded to resist cyber criminals' attractive offers? The STOP PIRACY association has come up with a solution – by advertising fake products honestly.

On 1 May, STOP PIRACY will launch an online campaign under the slogan '**Counterfeits cause harm. Even to you.**' to raise consumers' awareness of the dangers and risks of buying counterfeit products online. Many shoppers are often completely unaware that illegal copies can be harmful to them.

The STOP PIRACY association analysed which illegal copies of original products are particularly popular with consumers and which counterfeit goods present higher risks. They then worked with the advertising agency TBWA to produce humorous video and image ads. These present well-known lifestyle, health and leisure products that are easily recognisable. A common thread running through the campaign is the fictitious brand 'Fake', which advertises imitations of original products. The captions and voiceovers parody familiar advertising claims and reveal with brutal honesty the harm that illegal copies can cause. More information about counterfeiting and piracy can be found by clicking on the ad, which leads to the landing page of the STOP PIRACY campaign.

The campaign will run from 1 May 2023 on the social media channels YouTube, Instagram and Facebook. Our cooperation partners in the fight against piracy are the General Marketplaces platforms ([anibis.ch](https://www.anibis.ch), Ricardo und [tutti.ch](https://www.tutti.ch)) of the SMG Swiss Marketplace Group. They will undertake communications measures to support the campaign.

Example of ads (German or French)





STOP PIRACY is the Swiss anti-counterfeiting and piracy platform. The non-profit organisation works to educate and raise awareness among consumers as well as to promote cooperation between the business community and the authorities. STOP PIRACY provides the general public with facts, analyses and information about the risks of counterfeiting and piracy, and what lies behind them.

Links: Tips for consumers: [How to recognise counterfeits](#)

Contact for queries: STOP PIRACY Swiss Anti-Counterfeiting and Piracy Platform

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