



UNITED STATES
PATENT AND TRADEMARK OFFICE



NCPC 2020 PHASE TWO
WAIT... WHAT'S INSIDE?
MARCH 25, 2020

CONTACT:

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FACEBOOK/TWITTER/INSTAGRAM

National Crime Prevention Council
October 22 at 2:03 PM · 🌐

Buying fake products can cost you the health of your face, skin, and eyes – or even scar you for life. #GoForReal

National Crime Prevention Council
October 22 at 2:03 PM · 🌐

Fakes Fail. Many counterfeit goods break right away. Don't waste your money. #GoForReal

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Be Smart. Real products are tested for safety. Protect yourself. Don't fall for fake products. #GoForReal.

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1200 X 628

COPY:
Health

Buying fake products can cost you the health of your face, skin, and eyes – or even scar you for life. #GoForReal

Tech

Fakes Fail. Many counterfeit goods break right away. Don't waste your money. #GoForReal.

Sport

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FACEBOOK/TWITTER/INSTAGRAM



1200 X 628

COPY:

Tech

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DISPLAY BANNERS

320 X 50



300X250 (TEXT ANIMATION)



300 X 600 (TEXT ANIMATION)



DISPLAY BANNERS

970 X 250

**WAIT...
WILL THESE FALL APART?**



▶ GO FOR REAL

**WAIT...
WHAT'S IN THIS?**



▶ GO FOR REAL

**WAIT...
WILL THIS WORK?**



▶ GO FOR REAL

TIKTOK

**WAIT...
WHAT'S IN THIS?**



Don't fall for fake products.

▶ **GO FOR REAL**

**WAIT...
WHAT'S IN THIS?**



URINE
HELIOTROPIN
MARSHMALLOW

▶ **GO FOR REAL**

**WAIT...
WHAT'S IN THIS?**



URINE	ARSENIC
HELIOTROPIN	RAT DROPPINGS
MARSHMALLOW	CITRON

▶ **GO FOR REAL**

TAKE THE

GO FOR REAL CHALLENGE

WAIT... WHAT'S IN THIS?

WHAT'S INSIDE FAKE SKINCARE PRODUCTS?



Pick all that apply:

URINE	ARSENIC
HELIOTROPIN	RAT DROPPINGS
MARSHMALLOW	CITRON

WHAT'S INSIDE FAKE SPORTS GEAR?



Pick all that apply:

CHEAP STITCHING	STICKERED LOGOS
TOXIC GLUE	RUBBER
FOAM	GUMMY WORMS

WHAT'S INSIDE FAKE TECH PRODUCTS?



Pick all that apply:

BROKEN BARS	LITHIUM BATTERY PACK
LOOSE SCREWS	LOW-VOLTAGE BATTERY
RIBBON CABLE	ZOMBIE

YOU'RE SMART. BUY SMART.

Be Smart. Real products are tested for safety. Protect yourself. Don't fall for fake products. **GO FOR REAL.**

Take the Challenge and find out the answers at ncpc.org #GoForRealChallenge #WaitWhatsinThis



NCPC.ORG

GO FOR REAL



DIGITAL BILLBOARD

A digital billboard advertisement featuring a woman with a green face mask. She is smiling and pointing her index finger towards a small amount of green product on her finger. The background is a light gray gradient. The text is white and black, with a red and white logo at the bottom right.

**WAIT...
WHAT'S IN THIS?**

Don't buy
fake products

NCPC.org ► **GO FOR REAL**