



## NCPC/USPTO ANTI-COUNTERFEITING CAMPAIGN RESEARCH RESULTS

The United States Patent and Trademark Office (USPTO) and the National Crime Prevention Council (NCPC) initially launched their *Go For Real* Anti-Counterfeiting Campaign in November 2019 and had a digital launch to showcase new Campaign assets, including radio PSAs and the *Go For Real* Website Challenge in June 2020. The Campaign is designed to raise public awareness of, and motivate decreased demand for, counterfeit goods. NCPC engaged Ipsos, the internationally recognized research firm, to conduct a research program to help inform strategic messaging for this Campaign. The Campaign is targeted at teens, tweens, their parents, and teachers and ties in law enforcement and the Intellectual Property industry.

In January 2021, Ipsos conducted a national survey to measure the awareness and effectiveness of the *Go For Real* Campaign. This survey served as a follow-up to a pre-Campaign national survey conducted in 2019.

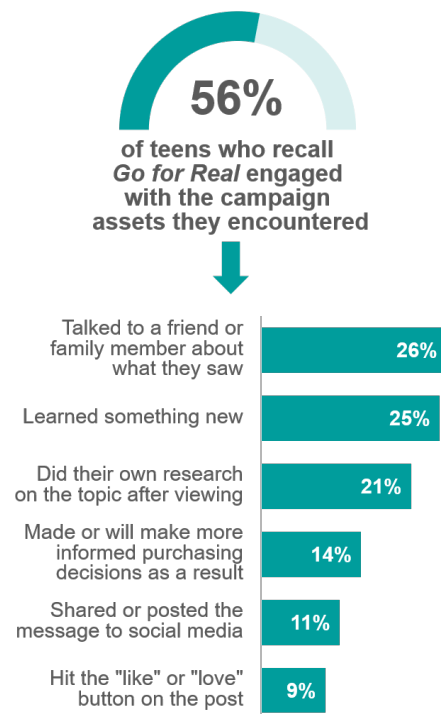
Ultimately, knowledge and negative perceptions of counterfeits have increased among both adults and teens from 2019 to 2021. Today, teens are more knowledgeable about the dangers of fake personal care products (a specific focus of the Campaign), and both adults and teens understand better what could happen when someone buys a fake. Major findings from the research are set out below.

### RESEARCH HIGHLIGHTS

#### Campaign Engagement and Impact

More than half of teens exposed to the Campaign engage with what they see, leading to teens who are markedly more informed than their peers on key indicators. The data is clear; the *Go For Real* Campaign successfully encourages teens to be mindful of their purchases, teaches the importance of counterfeit awareness, and conveys the dark side of fakes.

- More than half of teens exposed to the Campaign (56%) engaged with what they saw.
- Compared with those who were not exposed to the Campaign, teens who recall seeing at least one



of the 16 Campaign materials presented in the survey are significantly more likely to agree they are careful to make sure the products they purchase are not fake (67% vs. 54%). They also know how to spot a fake (62% vs. 39%), and recognize that it is very important for them, their friends, and their families to find out more about fake products (47% vs. 23%).

### **Increased Awareness of Dangers**

The 2021 survey revealed teens who have been exposed to the *Go For Real* Campaign have a more heightened awareness of the dangers and nefarious origins of counterfeits than their peers who were not, and they are also more aware than teens who participated in the 2019 benchmark survey.

- Teens who have seen the Campaign materials show greater awareness of the dangers of counterfeits in general, and especially fake personal care products.
- A large majority (80%) of teens who were exposed to the Campaign know fake cosmetics can contain harmful ingredients like rat and human feces and urine. That's compared with 69% of teens who did not view Campaign materials.
- Teens aware of the Campaign are 11 percentage points more likely to know many fake products in general can put their lives at risk (77% compared with 66%).

### **ABOUT THE STUDY**

This Wave 2 survey was fielded January 5 to 18, 2021 using Ipsos' nationally representative KnowledgePanel®. Wave 2 was a follow-up to the pre-Campaign Wave 1 survey fielded October 25 to 28, 2019. The Wave 2 online survey reached 650 teenagers, ages 13 to 17, and 1,000 adults, ages 18 and older, with the goal of measuring the awareness and effectiveness of the *Go For Real* Anti-Counterfeiting Campaign. The survey once again asked questions regarding awareness, attitudes, and behaviors surrounding counterfeit products, as well as aided and unaided awareness of and interaction and engagement with campaign materials.

Click [here](#) to view results of the pre-Campaign Wave 1 survey conducted in 2019.