

▶ **GO FOR REAL**

MEDIA TOOLKIT



UNITED STATES
PATENT AND TRADEMARK OFFICE

uspto

Go For Real Media Toolkit



McGruff the Crime Dog® is back and ready to Take A Bite Out Of Crime®. Along with his nephew Scruff, McGruff will make his first 3D appearance in a new PSA as part of the *Go For Real* campaign.

The iconic crime dog and the National Crime Prevention Council (NCPC) need your help to reach all Americans! Share the tools in this packet to raise awareness about the dangers of fake products and celebrate McGruff's return.

McGruff and his team are here to help! If you have any questions related to the contents of this toolkit, please email info@ncpc.org



About the Go For Real Campaign


The United States Patent and Trademark Office (USPTO) and NCPC have launched the *Go For Real* campaign to ensure young Americans aren't fooled by criminals and learn the harms associated with purchasing counterfeits. Through PSAs, radio ads, games, and educational materials directed at tweens and teens, the *Go For Real* campaign is changing buying behaviors and raise awareness of the damage caused by fake products.

Important Links 🔍


Go For Real Website:

ncpc.org/GoForReal/

NCPC Social Media:

 @McGruffatNCPC

 @McGruffatNCPC

 [linkedin.com/company/national-crime-prevention-council](https://www.linkedin.com/company/national-crime-prevention-council)

 [facebook.com/McGruff](https://www.facebook.com/McGruff)

TikTok @McGruff_TheCrimeDog

PSA Links:

60 Seconds:

[youtube.com/watch?v=-JtPaWp0Npg](https://www.youtube.com/watch?v=-JtPaWp0Npg)

30 Seconds:

youtu.be/FYGWDop4XqU

15 Seconds:

youtu.be/D82E0NgRz7k

Twitter Sample Posts



📺 McGruff the Crime Dog® is back to #TakeABiteOutOfCrime with a new PSA 📺. #GoForReal with @McGruffatNCPC and @USPTO:



👇 Who remembers McGruff the Crime Dog®? 👇
He is back in a new PSA reminding you to buy smart. #GoForReal with @McGruffatNCPC and @USPTO:



🥁 Drumroll please... 🥁 @McGruffatNCPC and his nephew Scruff have made their first 3D appearance in a new PSA with @USPTO. They're reminding you to buy smart and #GoForReal



Buying fake products can help organized criminals fund other illegal activities. Straight from @McGruffatNCPC's desk: You're Smart, Buy Smart #GoForReal and buy real products, learn more:



OMG. It's McGruff the Crime Dog®. He and his nephew Scruff are recruiting a new generation to Take A Bite Out Of Crime® in a new PSA:



Fires🔥. Skin rashes. And more. Fake products can cause real harm. Don't risk it, listen to @McGruffatNCPC and @USPTO and buy smart:



#DYK: Fake technology products cause more than 70 deaths and 350,000 serious injuries every year. Listen to @McGruffatNCPC and @USPTO and buy smart. Don't believe us? Hear it straight from the crime dog.



Pro Tip 🔍

Tag NCPC so we can amplify your post.
Campaign Hashtag: **#GoForReal**

USPTO Handle: **@USPTO** or search **United States Patent and Trademark Office**.

Drafted by the National Crime Prevention Council.

Facebook Sample Posts



📺 McGruff the Crime Dog® is ready to Take A Bite Out Of Crime®....again! 📺 Watch his latest PSA geared toward fake products below:



Don't fall victim to counterfeit products! These items often help organized criminals fund other illegal activities. Listen to McGruff the Crime Dog®: You're Smart, Buy Smart. Learn more:



Do you remember McGruff the Crime Dog®? He's making his first 3D appearance in a new PSA reminding you to buy smart and Go For Real:



From catching fire to causing skin rashes, fake products can cause real harm. Don't risk it, listen to McGruff the Crime Dog® and the **United States Patent and Trademark Office** and buy smart:



The iconic duo of McGruff the Crime Dog® and his nephew Scruff have made their first 3D appearance in their latest PSA with the **United States Patent and Trademark Office**. These two crime fighters are reminding everyone to buy smart and Go For Real:



Fact: Fake technology products cause more than 70 deaths and 350,000 serious injuries every year. Listen to McGruff the Crime Dog® and the **United States Patent and Trademark Office** and buy smart. Hear it from the iconic dog himself in his latest PSA:




Pro Tip 🔍


Tag NCPC so we can amplify your post. Campaign Hashtag: **#GoForReal**
USPTO Handle: **@USPTO** or search **United States Patent and Trademark Office**.


Drafted by the National Crime Prevention Council.


LinkedIn Sample Posts





🇺🇸 McGruff the Crime Dog® is back and encouraging us to Take A Bite Out Of Crime®! 🇺🇸 His new PSA is geared toward fake products and can be watched below: 

Do you remember McGruff the Crime Dog®? He's making his first 3D appearance in a new PSA reminding you to buy smart and Go For Real: 

McGruff the Crime Dog® and his nephew scruff are back on the big screen...and in 3D! These two crime fighters are reminding all Americans to buy smart and avoid fake products via their latest PSA campaign: 

Fake technology products cause more than 70 deaths and 350,000 serious injuries every year. From McGruff the Crime Dog® himself: You're Smart, Buy Smart. Watch his latest PSA below: 

Revenue from fake products often helps organized criminals fund other illegal activities. Don't fall victim to this crime; listen to McGruff the Crime Dog® and buy smart. Learn more: 

From catching fire to causing skin rashes, fake products can cause real harm. Don't risk it, listen to McGruff the Crime Dog® and the **United States Patent and Trademark Office** and buy smart: 

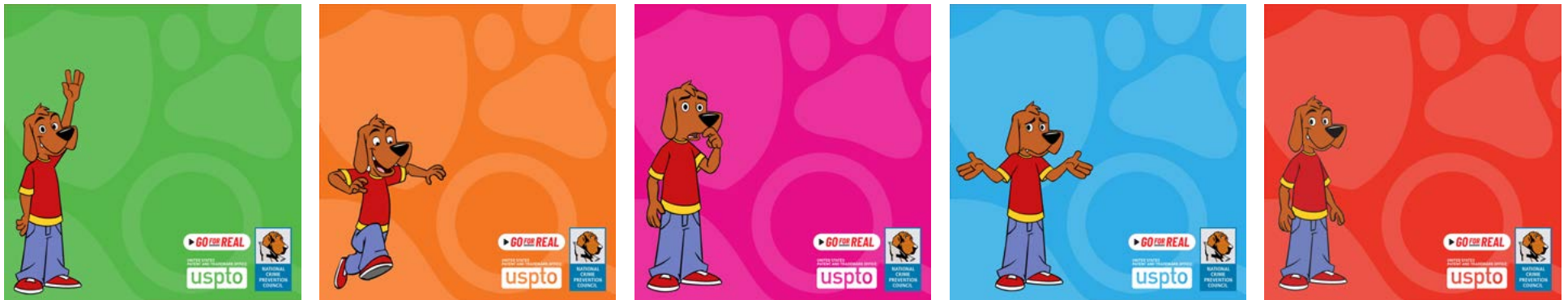
Pro Tip

Tag NCPC so we can amplify your post. Campaign Hashtag: **#GoForReal**
USPTO Handle: **@USPTO** or search **United States Patent and Trademark Office**.

Drafted by the National Crime Prevention Council.

Approved Graphics

Scruff Graphics



Fake or Real Graphics



Pro Tip 🔍

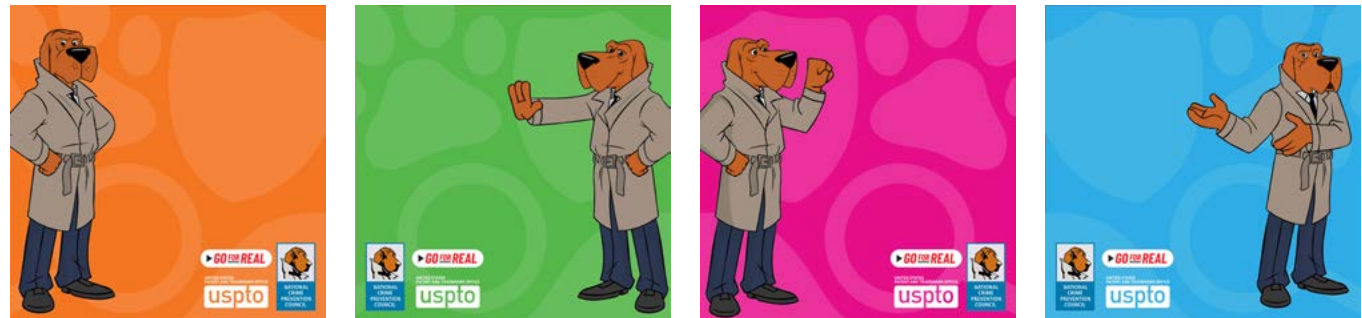
Download these graphics at nccp.org/goforrealtoolkit/share/social/

Approved Graphics

QR Code



Announcement Template



McGruff & Scruff



Real or Fake McGruff



Pro Tip 

Download these graphics at npc.org/goforrealtoolkit/share/social/

Host a Go For Real Watch Party



CPC encourages community leaders to start discussions on the dangers of fake products. Host a watch party and Take A Bite Out Of Crime®. By working together, we can let criminals know that we are watching.

Join McGruff in his fight to take counterfeits down! Visit ncpc.org/goforreal, download a variety of educational resources, and share them in your community.

McGruff wants to hear from you! What tools do you need to keep your neighborhood safe and join the fight against fake products? Email McGruff at info@ncpc.org to show him how your community is joining the fight against counterfeit products.

McGruff Tip

Share your own community statistics on fake products.



SM