

brandWatchsm

How does seeing your product on a web site make you feel? Glad your carefully planned marketing efforts are reaching the public? But suppose you find your product or logo on a site you hadn't planned?

Every day, businesses experience surprises like these:

- ?? *There's a cheap imitation of our product on the web that looks too much like the real thing.*
- ?? *Our product is for sale at an unauthorized retail outlet.*
- ?? *Our logo appears on an unauthorized company's web site.*
- ?? *There's an auction site undercutting our legitimate sales channels.*
- ?? *Authorized retailers are ignoring our branding or pricing rules.*
- ?? *Someone set up a site to deliberately trash our product.*
- ?? *Message boards are posting negative publicity or outright slander.*

Rather than encounter site shock, don't you think it would be worthwhile to uncover these occurrences *before* they have a major impact on your business?

But who has the time or resources to find this abuse? How can it be done in a cost effective manner?

Product Piracy Protection

PeopleForce has done exactly this for one of the world's largest credit card companies, among others. It can do the same for your business as well.

PeopleForce's **brandWatchsm** process engages its unique virtual workforce and specialized software to comb through the Internet, systematically and thoroughly searching for online experiences that can potentially damage your product integrity. The process then analyses the results, identifying and classifying them in ways that will make apparent what threats exist for your enterprise. It can even provide a clear and effective methodology to deal with offenders, causing them to cease and desist their inappropriate practices.

There are pirates everywhere, and today they have weapons that are more powerful than swords. **brandWatchsm** is available on a one time, periodic, or continuing basis and helps ensure that your branding guidelines are followed, that your products are where you expect them to be, and that they are priced as you expect. It can offer both current and ongoing protection for your products on-line and on-street.

Call PeopleForce to see how we can stop piracy for you today, and help you prevent it tomorrow!

