

“Anti-Counterfeiting Measures”

Chapter 3. Activities by Japanese Enterprises to Eliminate Counterfeits

Brand Strategy and Eradicating Counterfeits

(Eddy)

How do we approach anti-counterfeiting measures from the corporate management standpoint?

(Sakura)

Corporate management considers the overall advantages and disadvantages for the corporation as a whole before implementing anti-counterfeiting measures. The reason is their brand strategy.

(Narrator)

Any harm to the brand image can cause enormous damage. Corporations intend to keep this damage to a minimum by taking firm action against any acts that harm their brand image.

(Narrator)

Corporations also have a mission to protect consumers from the potential harm caused by counterfeit versions of their products, and for this reason, too, it is necessary to pursue continuous anti-counterfeiting measures.

(Eddy)

What kinds of actions do corporations take to eradicate counterfeits?

(Sakura)

Recently, corporations suffering damage from counterfeits have begun to take a strategic approach toward eliminating counterfeits. Let me illustrate this with some practical cases.