


Too good to be true?

How social media can help to advertise an EU campaign

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 @Buttial59



A greeting from the European Commission Vice President Antonio Tajani – Enterprise & Industry



...I assure you that you can always depend upon my help and wholehearted support for your efforts to fight against counterfeiting of industrial products...

Goal of the campaign

- Raise citizens' awareness of the damage caused by counterfeiting of industrial products
- Call for action and cooperation of EU and national authorities, producers, traders, consumers associations and citizens
- Fuel the discussion on the real price of fake goods for citizens

Campaign Actions

- Events in the EU (Vice President Tajani launched the campaign in Rome on 20 December 2012 in cooperation with **Guardia di Finanza** and **Italian Customs**)
- More events are planned in cooperation with **OAFCN members**
- A brochure for the general public
- Two videoclips
- Social media campaign
- Website: ec.europa.eu/enterprise/stopfakes

The brochure

Explains the damage from fake products for

- Economy
- Jobs
- Health
- Safety
- Holidays
- Internet shopping



ÊTES-VOUS PRÊTS
À EN DÉCOUDRE ?



N'ACHETEZ PAS DE CONTREFAÇON !
EN FRANCE LA LOI PRÉVOIT JUSQU'À
300 000 € D'AMENDE ET 3 ANS D'EMPRISONNEMENT

Fake goods are bad for your pocket

Buying fake goods is not a bargain.

Original products must pass a number of quality ensure that they are safe. But why should a rogue all that trouble and expense? Fake products are not same standards and typically have to be replaced Buy cheap, buy twice!

Fake products can also be dangerous for your health

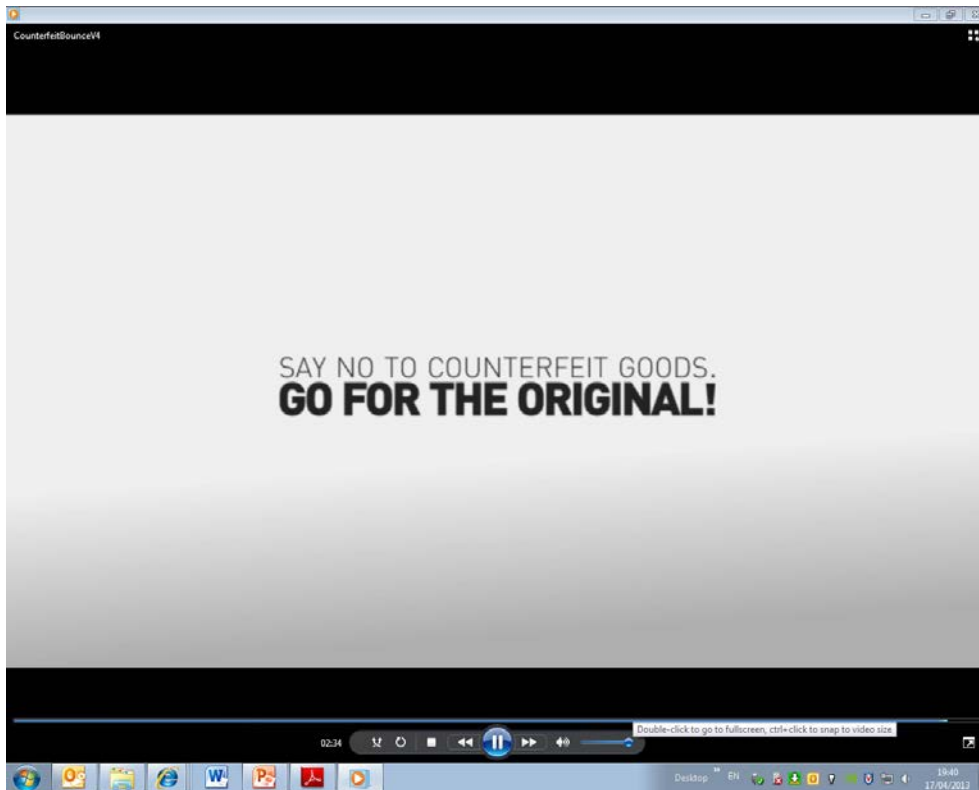
Fake health products are dangerous. They can do you serious harm.

Unlike original medicines (including generics), fake medicines, can be made out of anything. They can cause serious damage to your health. Medicines are tightly regulated for very good reasons: take a fake product and you can do yourself serious damage.



Videoclips

for web and social media dissemination



- **Viral videoclip:**
catch the attention and provoke reactions, particularly among young people
- **Institutional videoclip:**
Raise awareness of the dangers of counterfeit products



European
Commission



The social media campaign

Facebook



EU Enterprise

12 minuti fa



Too good to be true?

We are in Rome to present our campaign against counterfeit products at the seminar of OAFCN.

An important occasion to exchange ... [Visualizza altro](#)



Mi piace · Commenta · Condividi

🔊 Metti in evidenza il post

Twitter

- #eustopfakes
- #contraffazione
- #.....



Antonio Taiani @AntonioTaianiEU

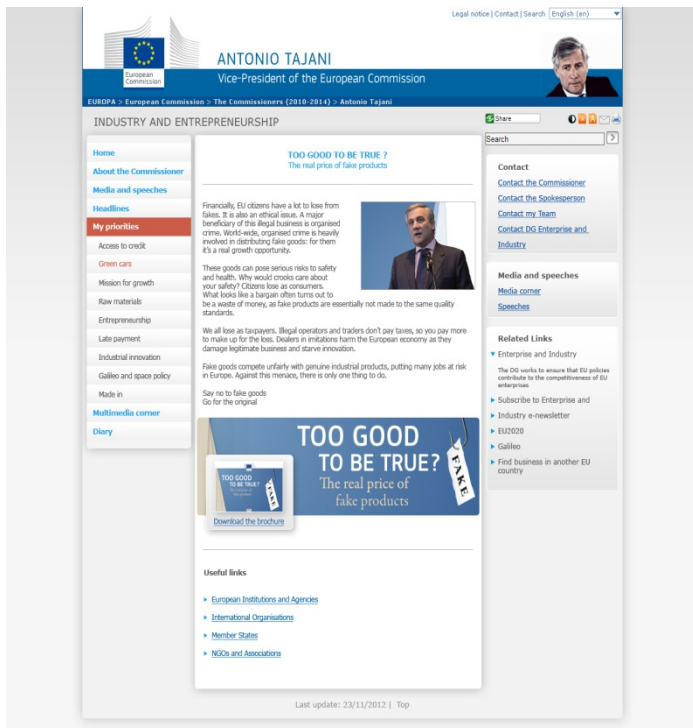
23 Apr

Greetings to the [#OAFCN](#) members at the seminar in Rome and thanks for their support to the [#eustopfakes](#) campaign

Expand

The website

Let's create synergies - OAFCN style



ANTONIO TAJANI
Vice-President of the European Commission

EUROPA - European Commission - The Commissioners (2010-2014) - Antonio Tajani

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Last update: 23/11/2012 | Top

ec.europa.eu/enterprise/stopfakes

- Contains useful material on the campaign (brochure, videos...)
- Links to website of EU and national authorities (BUT needs completion with your national authority's website).

SEND US YOUR LINKS!



Follow us...

ec.europa.eu/enterprise/stopfakes



@AntonioTajaniEU

@EU_Enterprise

#eustopfakes



EU Enterprise



...and allow us to follow you!

@OAFCN, @...

#OAFCN, #...

Thank you for your attention

 @Buttial59