



COUNTERFEIT

FOR
DUMMIES

**"Scams?
Never Again!"**
*A Guide for
the Savvy and
Skeptical."*



WHAT IS COUNTERFEIT ?

Counterfeiting is the unauthorized production of fake goods designed to look like real luxury items. These products are made to imitate high-end brands, often fooling consumers into believing they're buying authentic, premium-quality goods.

COUNTERFEIT = BIG BUSINESS

\$509 BILLION

Estimated yearly value of counterfeit goods (3.3% of global trade).

\$30–\$40 BILLION

Annual losses in the luxury sector due to counterfeits.

60%

Of counterfeit luxury goods are sold online—via e-commerce sites, social media, and online marketplaces.

THE IMPACT OF COUNTERFEITING

Why Fake Stuff Sucks!

It Robs Society

Fake goods cost \$171 billion in lost tax revenue—goodbye, better roads and schools.

Millions of jobs disappear—200,000 lost every year in Europe's fashion and toy industry alone.

Buying fake products can support child labor, forced labor, and criminal networks.

It Can Hurt (Literally!)

Fake makeup and perfumes can cause nasty rashes and chemical burns.

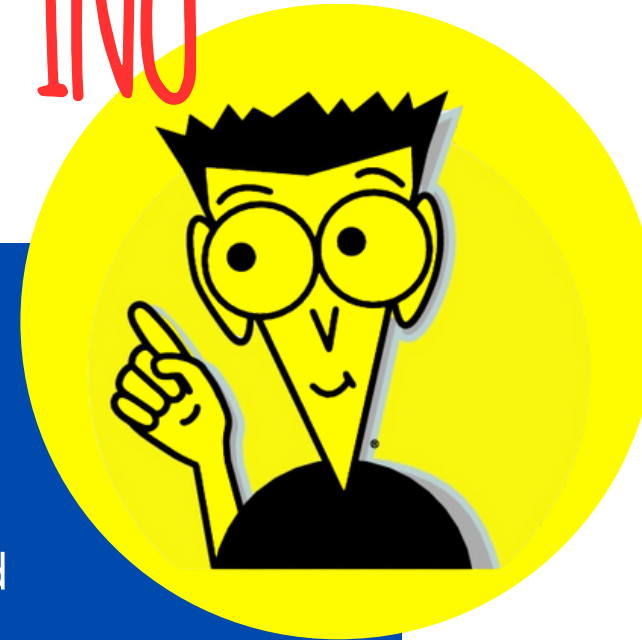
Counterfeit medications might not work—or worse, be deadly.

Fake helmets and airbags can fail when you need them most.

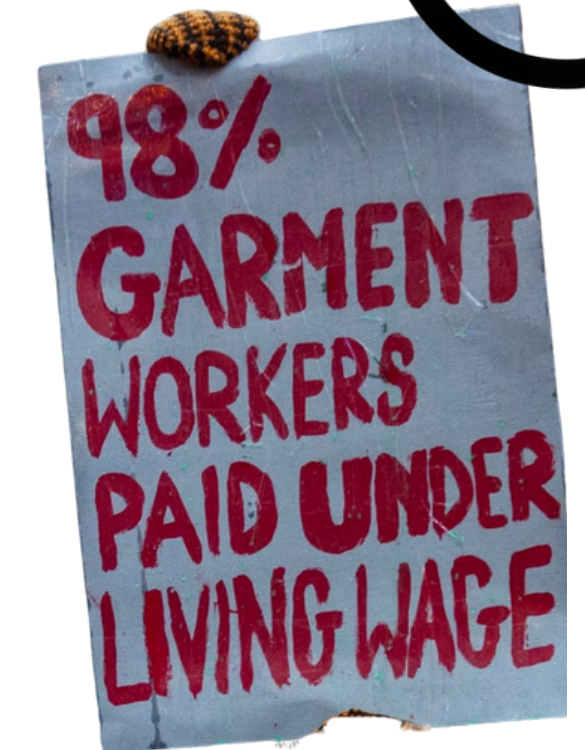
It Wrecks the Planet

Cheap knockoffs fall apart fast, adding tons of waste to landfills.

Counterfeit factories dump toxic chemicals into rivers and soil.



- 01 Lost Revenue
- 02 Unemployment
- 03 Health and Safety Concerns
- 04 Damage to Brand Reputation
- 05 Increased Costs



LUXURY BRANDS VS. FAKES = THE ULTIMATE BATTLE

Why It Matters

Fakes steal designs, hurt brands, and fund crime.
Without protection, anyone could sell "Rolexx" watches!



How Brands Fight Back

Sue counterfeiters & shut down knockoffs.
Seize fakes before they hit stores.
Work with governments to enforce strict anti-fake laws.



The Global Crackdown

Tough EU & US laws + WTO rules help protect brands, but enforcement varies.
Bottom Line: Luxury brands don't mess around—fakes don't stand a chance!

The Fake-Fighting Superpowers

Trademarks – Protects logos, brand names, and signature designs.
(Louboutin's red soles? Trademarked!)

Copyrights – Shields creative works like ads & fabric prints.
(Burberry's check? Hands off!)

Patents – Covers inventions like handbag locks & smart fabrics.
(Birkin bag clasp? Off-limits!)



Big Wins Against Copycats

Louis Vuitton sues fake bag sellers worldwide.
Chanel vs. eBay – Stopped an online flood of fakes.
Hermès fought back against Birkin knockoffs.



RFID for Dummies: The Magic Tag That Talks

A tiny “invisible sticker” inside luxury bags & sneakers.
Special scanners read it and confirm, “Yep, this one’s real!”

Red Flag: No RFID when there should be one? Congrats, you just bought a \$3,000 fake.

Blockchain – The Un-Hackable Truth Machine

Think of it as a digital diary that tracks real products from factory to buyer.
Used by LVMH, Prada, Cartier—because fake flexing isn’t cute.

Red Flag: Some brands let you scan a QR code for proof. No history? Babe, you just got played.



HOW NOT TO GET SCAMMED!





Unique Serial Numbers – The VIP Code

Every real luxury item gets a one-of-a-kind alphanumeric code.
Can be checked in brand databases or by pro authenticators.

Who Uses It? Rolex, Chanel, Hermès, Louis Vuitton, Cartier.

Hot-Stamping & Embossing – The Fancy Branding

Precision-stamped serials, logos, and date codes = real.
Fakes? Often misaligned, uneven, or fading. Oops.

Who Uses It? Louis Vuitton, Chanel, Goyard.

Laser Etching & Micro-Engravings – The Spy-Level Secret

Tiny markings only visible under magnification or UV light.

Who Uses It? Cartier (hidden laser marks), Rolex (micro-etched serials), Omega.

----- WHO BUYS COUNTERFEIT LUXURY GOODS AND WHY? -----

Young Shoppers (18-30) – Want to look rich on Instagram without going broke.

Bargain Hunters – Love a ‘deal’ and don’t mind if it’s not the real thing.

Tricked Buyers – Thought they were getting the real deal, but got scammed instead.



----- WHY DO PEOPLE CHOOSE FAKES OVER THE REAL THING? -----

It Looks the Same – They think, “Why spend thousands when I can get the same look for less?”

They Want to Fit In – Social status matters, and a fake bag still turns heads.

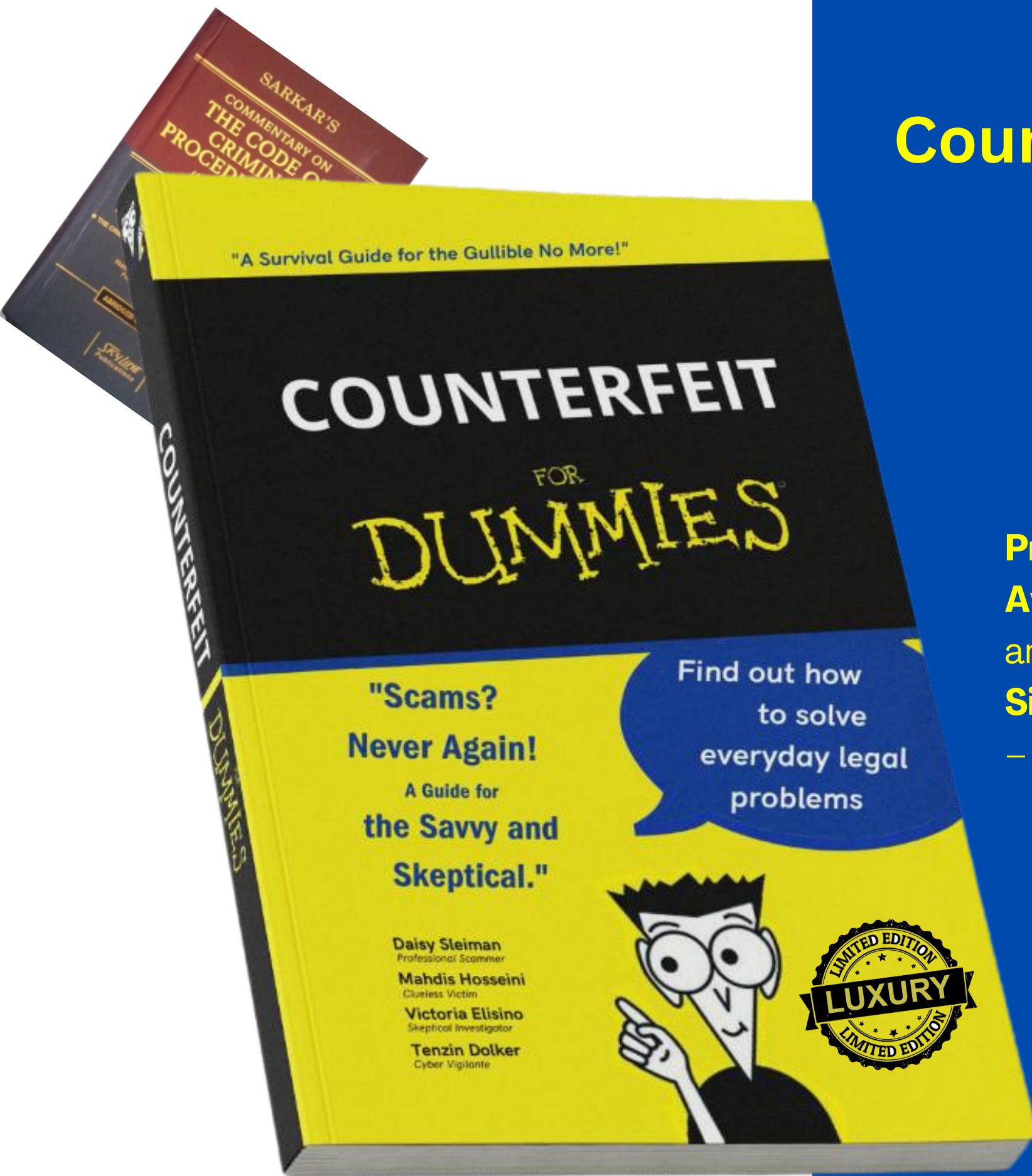
They Think It’s Smart – Some people believe buying fakes saves money.

They Don’t See the Problem – Some just don’t care or don’t realize it hurts the real brands.

COUNTERFEIT

FOR
DUMMIES

LUXURY EDITION



Counterfeit for Dummies – Luxury Edition

“A Survival Guide for the Gullible No More!”

Price: ~~\$19.99~~ \$14.99 (Special Edition Discount)

Available At: Major bookstores , online retailers , magazine stands and E-Book Download.

Size: Half A4 (Approx. 5.8 x 8.3 inches)

– Ideal for lawyers, professionals, and on-the-go reading

Why This Book?

With years of hands-on experience fighting counterfeit goods in the luxury market, Frederick Mostert brings his unparalleled knowledge to Counterfeit for Dummies – Luxury Edition. His goal? To equip readers with the tools to outsmart scammers, protect their purchases, and understand the legal landscape of counterfeiting.

AVAILABLE IN : A5 & B6 FORMAT -

ABOUT THE AUTHOR



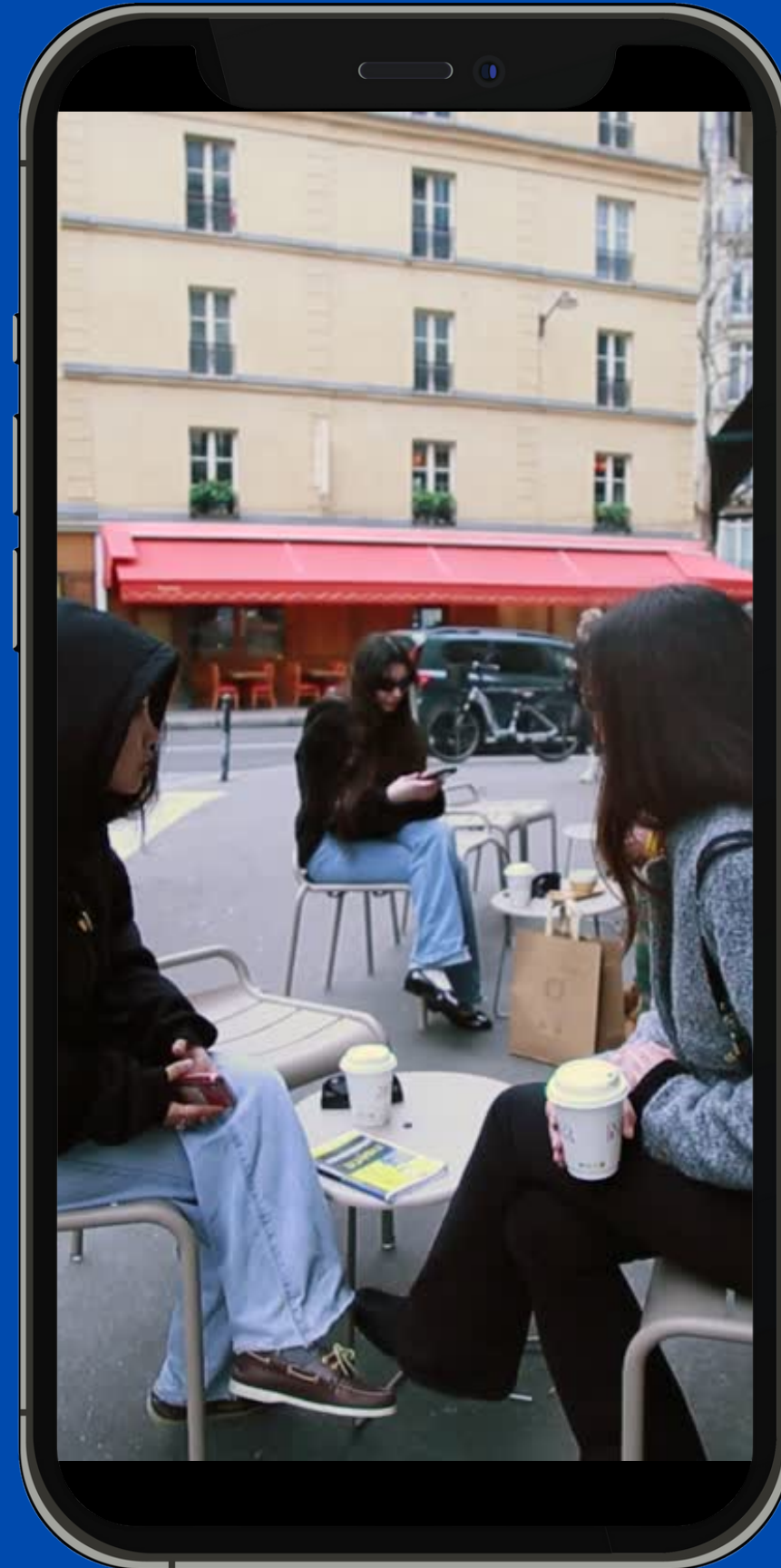
"Counterfeiting is the highest compliment to a brand, but also its greatest threat."

Frederick Mostert

Frederick Mostert is a renowned intellectual property attorney, author, and expert in counterfeit law. He has served as the Chief Intellectual Property Counsel for the Richemont Group (parent company of luxury brands like Cartier and Montblanc) and is a Visiting Professor at King's College London and the University of Oxford.

With decades of experience in brand protection and anti-counterfeiting, Mostert has advised governments, law enforcement, and luxury brands on strategies to combat counterfeit goods. His extensive work in the field has made him a leading authority on trademark law, digital piracy, and consumer rights.

In Counterfeit for Dummies – Luxury Edition, Mostert shares his expertise to help readers identify fakes, avoid scams, and understand the legal landscape of counterfeiting.



Counterfeit Dummies Launch Campaign: Social Media Plan

Objective: To generate intrigue and conversation around counterfeit awareness through a series of mysterious and engaging reels, ultimately driving interest in the book Counterfeit Dummies.

"Passing Compliments"

Scene: Two strangers compliment each other as they enter a metro station. A casual exchange of kind words, but beneath it, a subtle message: appearances can deceive.

Slogan: "Not all compliments hold their weight."

"The Cafe Realization"

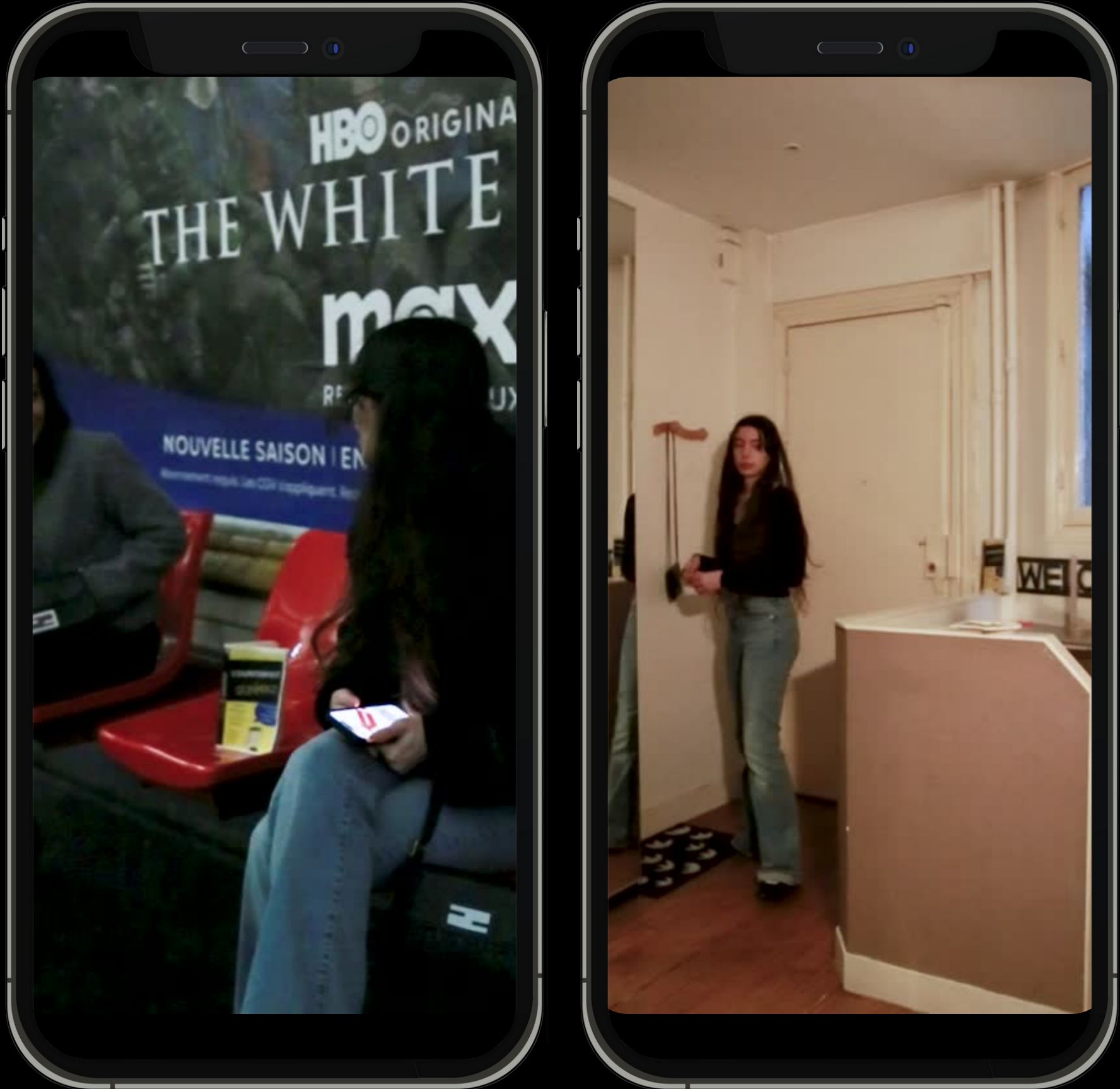
Scene: Two friends are chilling at a café when one spots a stranger with the same sunglasses. She points it out, sparking an unsettling realization—are they both real?

Slogan: "When the same thing isn't the same."

Week #			Website
Week 1	Video 1 (Tuesday)	Video 1 (Thursday)	Blog post + Video 1 (Friday)
Week 2	Video 2 (Monday)	Video 2 (Wednesday)	Blog post + Video 2 (Saturday)
Week 3	Video 3 (Tuesday)	Video 3 (Thursday)	Blog post + Video 3 (Friday)
Week 4	Video 4 (Monday)	Video 4 (Wednesday)	Blog post + Video 4 (Saturday)

"The Dodged Question"
Scene: Two strangers admire each other's bags. One asks, "Where did you get it from?" The other hesitates before quickly dodging the question as the metro arrives.
Slogan: "Some things are better left unsaid."

"The Home Betrayal"
Scene: A person notices something missing in their own home. But how? There's no thief—just the creeping realization that something wasn't real to begin with.
Slogan: "Even at home, counterfeits cheat you."



The Shadow Campaign

The type of marketing you're doing falls under Teaser Marketing or Mystery Advertising. It's a Guerrilla Marketing technique that builds curiosity and intrigue before revealing the brand or message.



Curiosity drives action—let them uncover the story.



Curiosity Sparked: Users see mysterious billboard messages.

QR Code Scan: Out of curiosity, users scan the QR code.

Landing Page: Leads to a portal with:

A countdown to the official reveal.

A pre-order button for early access.

Engagement Growth: Users anticipate the reveal and share the mystery.

Data Insights & Metrics

Profile Visits & Website Clicks: Direct engagement from QR code scans.

Pre-Orders & Sign-ups: Measures user interest and conversion rates.

Social Media Mentions: Organic curiosity-driven discussions.

Heatmap Tracking: Identifies which billboards drive the most engagement.

Time Spent on Landing Page: Gauges the effectiveness of teaser messaging.

HOW TO SELL ICE TO PENGUINS?





On Repeat



117:IT'S NOT A SLAY IF IT'S A SCAM

Cancelled with Tana Mongeau & Brooke Schofield

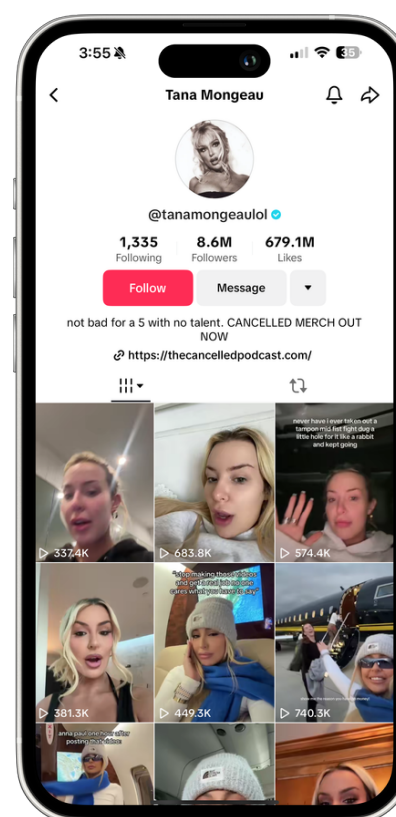


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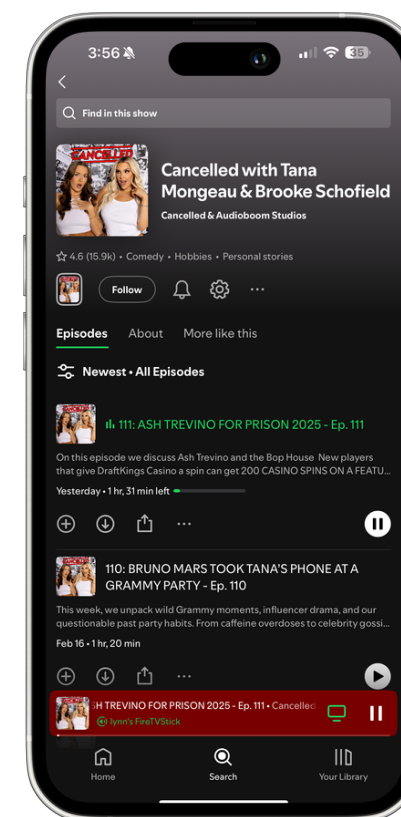
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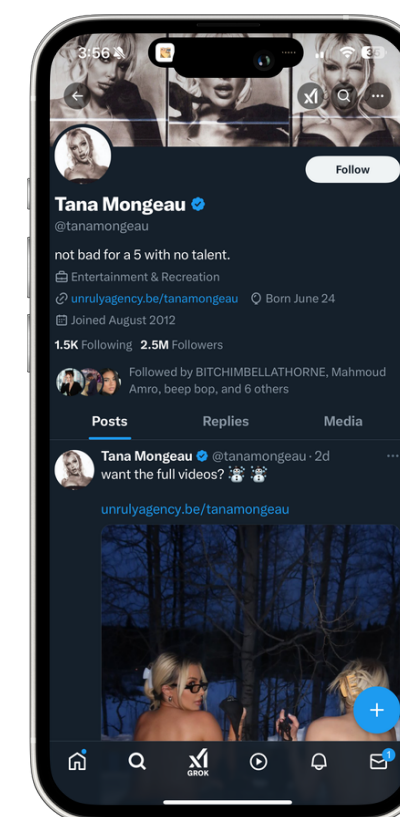
Partnering with Tana Mongeau



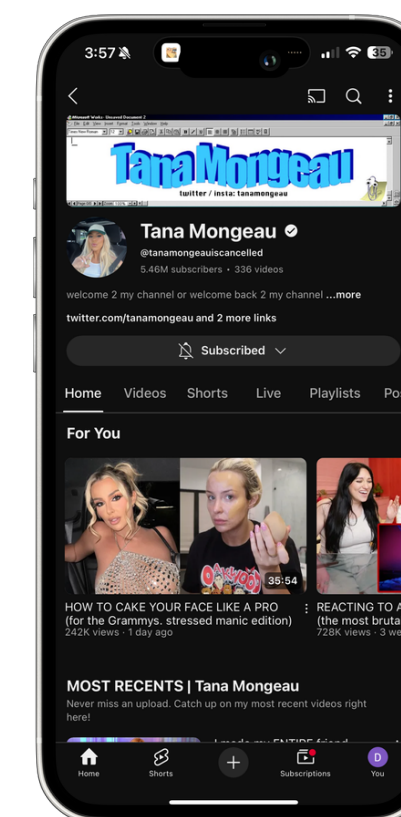
Tik-Tok
8.6M Followers



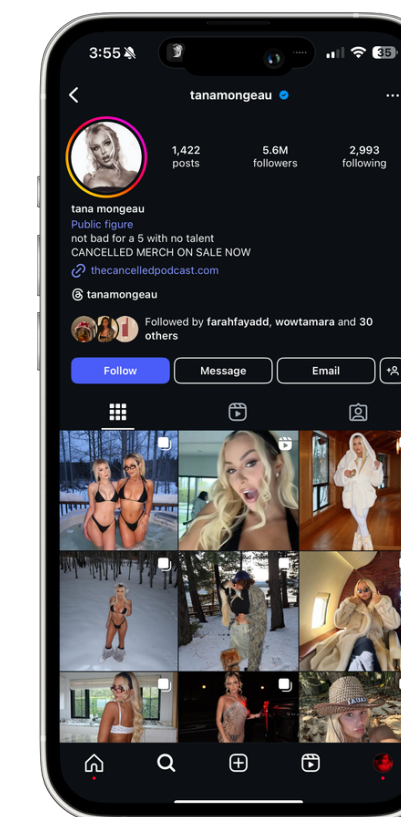
Spotify
15.6k Listeners



Twitter
2.5M Followers



Youtube
5.5M Subscribers



Instagram
5.6M Followers

Audience Demographics

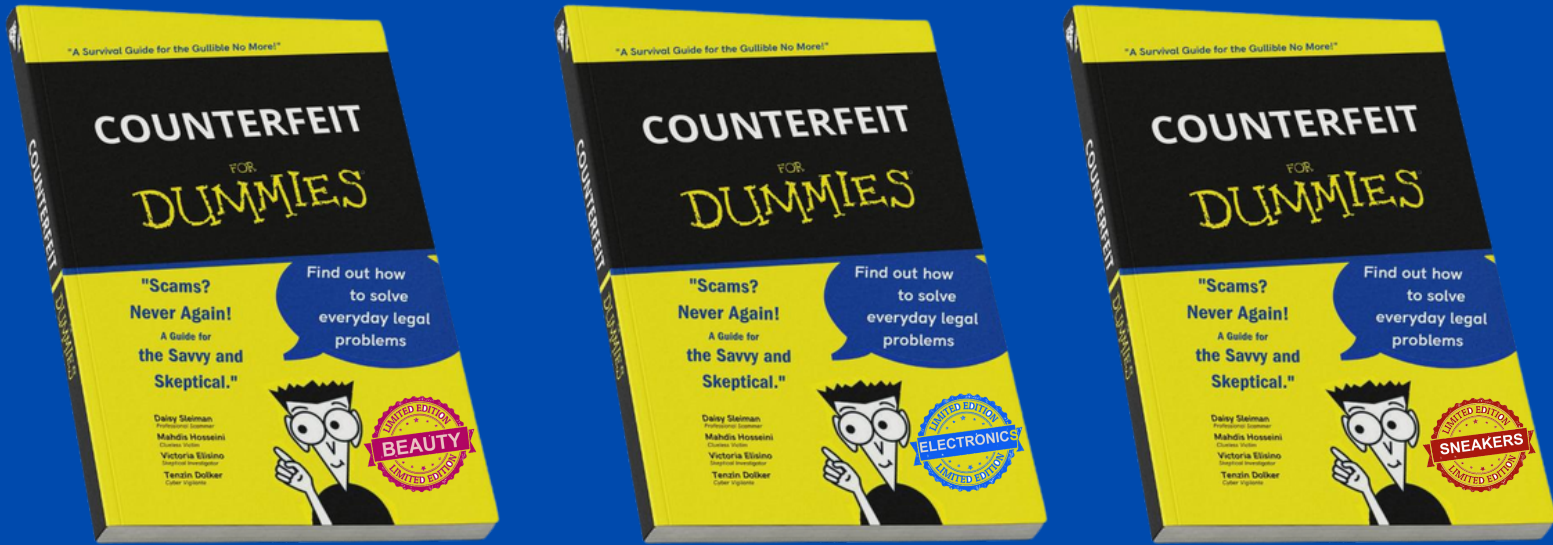
Primary Audience: Predominantly Gen Z and young Millennials, aged 16-24.

Content Engagement: Her followers engage deeply with lifestyle, entertainment, and educational content, aligning with the 'For Dummies' subject matter.

Sponsorship Investment

Estimated Cost: While exact figures for podcast sponsorships are proprietary, Tana's influence suggests a premium rate. She can charge between \$25,000 to \$40,000 per sponsored Instagram post. Podcast sponsorships may be comparably priced, considering her reach and engagement.

BOOK RELEASE DATE	PODCAST RELEASE DATE
	
Black Friday 2025 – November 28, 2025	Cyber Monday 2025 – December 1, 2025



Why These Dates?

- Peak Shopping Period** – Millions of consumers are actively making purchases, creating high visibility for new releases.
- High Search Traffic** – Shoppers are looking for deals and recommendations, increasing the chances of discovery.
- Scam Awareness & Consumer Traps** – Fraudulent discounts, counterfeit goods, and deceptive marketing peak during this time, directly aligning with the book and podcast themes.
- Viral Potential** – Cyber scams and fraudulent activities are widely reported during this period, offering an opportunity to tap into trending discussions.

POP QUIZ TIME



REAL OR FAKE ?

IT DOESN'T MATTER

**WHAT MATTERS IS YOU ARE
AWARE**

THANK YOU

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