



**KARG UND PETERSEN**

Kommunikation für Weiterdenker

## **English summary**

# **Fighting piracy as a competitive factor**

How do enterprises in Austria, Germany and Switzerland position themselves against product and brand piracy?

## Executive Summary

Measures against product and brand piracy have become a decisive competitive factor for future entrepreneurial considerations and business decisions. This study, which is based on a quantitative intersectoral survey of around 20,000 companies in Germany, Austria and Switzerland as well as an additional evaluation of recent national and international literature, verifies this trend:

### **The threat of piracy affects manufacturers of all sectors**

The vast majority of the surveyed companies in Germany, Austria and Switzerland – across all sectors of the consumer and capital goods industry – is already experiencing considerable losses due to piracy or expects them in the future.

### **Legal and product-related counteractions alone are generally not sufficient**

Companies frequently employ classic measures like legal or product-related activities to fight product and brand piracy. However, most of them anticipate an increase in the problem or do not exclude this – therefore, classic measures alone do not appear to be sufficient for the future.

### **Existing anti-piracy concepts need increased efficiency**

According to the surveyed companies, increased efficiency of protection against piracy can primarily be achieved through specific protective measures and comprehensive anti-piracy strategies. It is important that these strategies are strictly tailored to the individual business situation of the respective company.

### **Innovative communications measures provide potentials for optimisation**

Both pioneering communications and information management, by individual measures as well as in addition to established classic measures, can provide solutions for more efficient anti-piracy concepts. For this, the study results illustrate new approaches which companies see as adequate in order to guard themselves against the increasing threat through “illegal competition” by product and brand piracy in the future.

## OUTLOOK

## Innovative anti-piracy measures will become an integral part of future-orientated business strategies

The trend is abundantly evident: Strategies against product and brand piracy will become more and more important for the economic success of companies. In particular, highly specialised countermeasures will play a growing role in the fight against “illegal competitors” in the future. Innovative communications measures above all hold great potential for optimisation.

### Classic measures have reached their limits

Accordingly, standardised processes as well as classic measures have to be further developed and complemented with new strategies. The fight against practices which go beyond commonly accepted legal and general rules of play demands that companies act as distinctly and flexibly as the pirates themselves.

### Efficiency becomes more and more important

At the same time, those responsible for anti-piracy measures in companies have to utilise limited resources more accurately and efficiently. Although clearly indispensable, legal action is often extremely complex and long-winded and is frequently no more than a drop in the ocean. The same applies to changes in product design, special security features of packaging as well as political activities. Even well established marketing and competitive strategies are often limited and might even unintentionally benefit the pirates.

### Specialised communications measures hold unused potentials

The sectors of information management and communications, in particular, hold potential for future optimisation. As a complement to existing anti-piracy strategies or as single stand-alone measures the following key areas are identified by the companies affected or endangered:

- Targeted communicative involvement of a company's key stakeholders as well as multiplied delivery of the right messages to the relevant addressees
- Creation of awareness and consciousness as well as efficient deterrence particularly in the defined target regions of a company
- Prevention and risk assessment for specific target groups through preventive, supporting as well as sustainable communications measures even beyond the usual channels
- Focussed systems to generate and manage qualified leads and data with strategic benefits
- Action-orientated knowledge management and optimisation of, in some cases, extremely heterogenic communications processes between the different anti-piracy players and external target groups of a company
- Specialised communications measures for very individual and sector specific questions from companies and associations

Thus, the day-to-day practice of various experts as well as their attentive observation of market conditions provide the best strategic approaches for future innovative measures against product and brand piracy.

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