

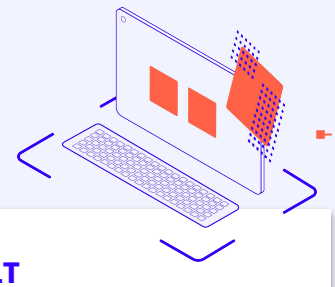
IMATAG

LEAKS - CONSUMER ELECTRONICS

A globally recognized smartphone brand fights leaks by invisibly watermarking all its digital assets.

CASE STUDY

Smartphone Manufacturer



CHALLENGE

Faced with the growing risk of pre-reveal leaks of future models, a globally recognized smartphone brand required a robust, tamper-proof technology to secure its visual assets without diminishing image quality.

SOLUTION

Using the IMATAG Leaks solution, the brand embedded invisible watermarks on all its prelaunch visuals, including those sent to employees, agencies, and commercial partners.

RESULT

The brand systematically and invisibly watermarks all its visual assets, providing a more serene workflow and a secure way of detecting and stopping damaging leaks.

How IMATAG LEAKS helped



"There was no question of deteriorating the quality of our renderings, as did other solutions that we had already tested. The IMATAG watermark passed all the robustness and imperceptibility tests conducted by our creative operations team."

L.Q., Creative Operations Director.

We deliberately anonymize all our success stories in order to protect the identity of IMATAG Leaks customers.
For more information, please visit our website at www.imatag.com or contact us at sales@imatag.com

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Main consequences of leaks



INDUSTRY FOCUS

Consumer Electronics

Consumer Electronics brands affected by leaks suffer a multitude of consequences. From losing their reputation to loss in sales, leaks have a far-reaching impact.

LOSS OF REVENUES

- Loss in sales
- Stock of already on the shelf products unsold
- Loss of competitive advantage

COSTLY LAUNCH CAMPAIGNS ARE SPOILED

- Wasted investment
- Amateur communication by fans
- Uncertain adoption of the product due to the poor quality of its presentation

FAKES HIT THE MARKET FASTER

- Loss in sales
- Non-compliance with brand's quality standards
- Bad press and reluctant consumers

When

- Market Research
- Design, creative phases
- Preparation of launch campaigns
- Pre-launch

Who

- Retailers, marketplaces
- Agencies (Creative, Ads, Digital, PR, Media...)
- Agencies subcontractors
- Focus groups
- Internal

Usual sources of leaks

When and where most leaks happen, despite NDAs and embargoed content.

Brands And Agencies: FIGHT LEAKS TOGETHER

Imatag is trusted by Cheil BARBARIAN IRIS

Learn more about IMATAG Leaks on www.imatag.com