

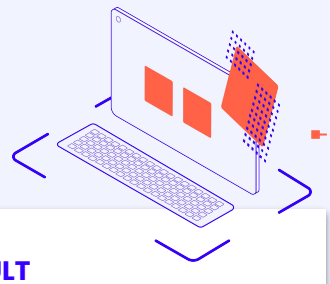
IMATAG

LEAKS - CONSUMER GOODS

Thanks to invisible watermarking, a creator of licensed collectible toys, safely shares prelaunch photos to its network of global distributors and retailers.

CASE STUDY

Licensed Collectible Toys



CHALLENGE

Faced with a rising risk of counterfeit products hitting the market before launch, or jeopardizing the agenda of a licensed event, this famous creator of collectible toys required a way to quickly spot leaks of images sent to its global network of distributors and retailers.

SOLUTION

The timing of a reveal means sharing digital assets one month before the launch of a major film or video game. Using the IMATAG Leaks and Monitor solutions, the creator easily integrated the invisible watermarking process into its workflow and now securely shares images to its external network prelaunch.

RESULT

The creator seamlessly integrated invisible watermarking within its workflows, providing continual monitoring for potential leaks while assessing post-launch image usage.

How IMATAG LEAKS helped



"So far the results have been amazing. We have been able to track down where a leak was coming from. Our external partners could not be more thrilled that we have a way to provide glams that can give them their business needs while adding extra security for our brand."

W.B., Associate Director, Retail Marketing.

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

IMATAG

INDUSTRY FOCUS

Toys & Games Industry

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

Main consequences of leaks



FAKES HIT THE MARKET FASTER

- Loss in sales
- Non-compliance with health and safety standards
- Bad press and reluctant consumers

COSTLY LAUNCH CAMPAIGNS ARE SPOILED

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

LICENSE OBLIGATIONS ARE NOT FULFILLED

- Impact on licensor's calendar of events due to premature release
- Contractual issues
- Jeopardized obtaining of a future license

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

Learn more about IMATAG Leaks on www.imatag.com