



Brand Protection Groups' Economic Impact Studies

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Country-Specific Economic Impact Studies

- **Russia** – Deloitte & Touche
- **Turkey** – PWC
- **Kazakhstan** – The Center for Political Analysis & Public Relations, The Institute of Economical Researches at the Ministry of Economy & Trade, the Institute of Social & Political Forecasting
- **Lebanon** - PWC




Country-Specific Economic Impact Studies

- Primarily used as a lobbying tool
- Raw input data must be confidential
- Firm conducting study must be perceived as completely objective and unbiased



Country-Specific Economic Impact Studies

- Limited to FMCG companies
- Limited to categories and brands of the BPG members
- Should put the loss of revenue in terms that the average consumer can understand



“Benchmarking Studies” How do we get the data?

- Share/Shipment Spread
- Random purchases to replicate consumer shopping patterns
 - Packaging too good to simply try to spot on the shelf
 - Frequently real product is displayed but fake is given to the consumer