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Christopher Hofman · Simeon Keates

Countering Brandjacking in the Digital Age

... and Other Hidden Risks to Your Brand

Christopher Hofman
European Domain Centre
Frederiksberg C
Denmark

Simeon Keates
University of Greenwich
School of Engineering
Kent, UK

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To my lovely girlfriend Chris and my long-time friend and business partner Nikolaj for support and encouragement

– Christopher Hofman

For my son, Lucian

– Simeon Keates

Contents

1	An Introduction to Brand Risk	1
1.1	Designing a Solution	3
1.2	Definitions	4
1.3	The Role of Design.	5
1.3.1	Stage 1-Criteria.	5
1.3.2	Stage 2-Descriptive Study I	6
1.3.3	Stage 3-Developing a Solution.	6
1.3.4	Stage 4-Descriptive Study II	7
	References	7
2	An Overview of Branding and its Associated Risks	9
2.1	What is a Brand?	9
2.2	What is Brand Value?	10
2.3	Brand Risk	11
2.3.1	Brand Risks on the Internet	12
2.3.2	Summary of Brand Risks	32
	References	32
3	Brand Risk Management Theory	37
3.1	Existing Brand Risk Management Tools	44
3.2	Expected Adoption Patterns for Brand Risk Management Processes	45
3.3	Interviews with Brand Risk Owners	46
3.3.1	ChemicalCom.	46
3.3.2	AudioCom	47
3.3.3	CloudCom	49
3.3.4	GamblingCom	50
3.3.5	TransportCom.	52
3.3.6	EnergyCom.	54
3.4	Findings from the Brand Owner Interviews.	56
3.4.1	The Practicalities of Brand Risk Management.	58
3.4.2	Monitoring Brand Risks	59
3.4.3	How to Organize Against Brand Risks.	59

3.5	Summary	60
	References	61
4	Designing a Brand Risk Management Process	63
4.1	Interaction Design	63
4.2	Brand Risk Management Personas	67
4.2.1	Persona 1: Brand Risk Administration	68
4.2.2	Persona 2: Task Solver	70
4.3	Design Considerations	71
4.3.1	Problem Statement	71
4.3.2	The Vision Statement	71
4.3.3	Awareness: What do We Know About Brand Risks?	71
4.3.4	Identification: How are Brand Risks Identified?	72
4.3.5	Assessment: How Great is the Risk?	72
4.3.6	Assignment: Who does What?	73
4.3.7	Action: How do We Manage this?	73
4.3.8	Preparedness: What do We not Know? How do We Handle this?	74
4.4	Context Scenarios for Brand Risk Management	75
4.5	Summary	77
	References	78
5	Brand Risks in Cyberspace	79
5.1	Recent Brand Risks in the News	79
5.1.1	Facebook Misdirection	79
5.1.2	Twitter Libel	80
5.1.3	Blog Defamation	80
5.1.4	Twitter Hacking	81
5.1.5	Fake Reviews	81
5.2	Summary	82
	References	83
	Appendix 1: Norwegian Air Shuttle Calculation	85