



**Who We Are** | The Unreal Campaign is a consumer awareness program sponsored by the International Trademark Association (INTA), which aims to educate young consumers (14- to 23-years-old) about the dangers of product counterfeiting and the importance of trademarks.

**What Is Product Counterfeiting** | The manufacturing or sale of fake products that are designed to look authentic and use a trademark without permission.

**What We Do** | Spread the message about the value of trademarks and the dangers of purchasing counterfeit products. Young consumers are an important part of e-commerce. We want them to understand and appreciate the implications of the sale of counterfeit products. The Amazon and INTA partnership is a way to amplify our efforts to educate young consumers and entrepreneurs about the value of trademarks, which can help them make smart purchasing decisions.

**Why It Matters** | Fake goods have negative economic, health and safety effects on us, our family, our friends, and our communities. Counterfeiting is also tied to child labor and organized crime. Young people have a tremendous opportunity to impact their world and make a difference on this issue. Say “no” to what’s unreal.

# The Unreal Campaign Video Challenge

**The Unreal Campaign Challenge** provides the opportunity for students to speak directly to their peers about the dangers of counterfeit products.

Participants are invited to produce a 60 second Public Service Announcement (PSA) video to demonstrate their knowledge on the dangers of counterfeits and to dissuade their peers from purchasing fake products.

Participants are encouraged to get creative with their PSAs! Teams will have until **January 19, 2024**, to submit their videos.

Winners will be announced and recognized at the DECA's International Career Development Conference. The winning video will be showcased in Unreal Campaign presentations worldwide.



## Video Guidelines:

- Videos cannot be longer than 60 seconds
- If using a camera phone, please hold phone horizontally
- Film in a quiet place with no/minimal background noise
- Do not show or mention any brands/logos/TMs in the videos, unless it is your own brand.
- Be authentic! Speak to your own life experiences and in your own voice

## Topics to consider in your video:

- Why are trademarks important?
- Why is it important to educate your friends, family members, and community on the dangers of counterfeit products?
- Where have you seen counterfeit products?
- What kinds of counterfeit products are you most familiar with?
- What do you think is important for consumers to know when they are deciding where to spend their money?

**Here are some helpful resources to learn about trademarks and the dangers of counterfeiting:**

[Unreal Campaign Facts](#)

[Unreal Campaign Instagram](#)