Ferrara

SUCCESS STORY

BrandShield®

Ferrara Business Card

Company: **Ferrara Candy Company**

Head offices: **Chicago, Illinois, USA**

Products: **Confectionery – Multinational candy and sweets manufacturer**

Website: **www.ferrara.com**

Ferrara Secures its "Sweet Spot" and Protects its Online Presence with BrandShield's Trusted Brand Protection Solutions

For more than 115 years, Ferrara Candy Company ("Ferrara") has created sugar confections that enable moments of sweetness, celebration, and connection for candy lovers of all generations. Today, the company is a leading sugar candy company in the United States and Brazil, with global sales in more than 40 countries. Ferrara's team of more than 8,300 employees create and deliver hundreds of products sold under 30+ popular brands like Brach's®, Jelly Belly®, NERDS®, SweeTARTS®, Laffy Taffy®, and Trolli® to more than 67 million U.S. households annually and popular Dori snacking products in Brazil under brands such as Dori, Gomets, Pettiz, and Yogurte 100.

A privately held company, Ferrara has its global headquarters in Chicago and an operational network of more than 13 locations in North America that includes manufacturing, distribution, sales, and R&D facilities. The company has a close relationship with the Ferrero Group as a related company which provides industry partnership and collaboration opportunities.

For Ferrara, the ability to protect their brand and their global customer base, is a high priority. Partnering with BrandShield assures just that – with a staggering ~90% takedown success rate of fraudulent online listings, 94% on social media platforms, and 96% on online marketplaces.

BrandShield®

The Challenge

Organizations today, no matter their size or scope, work hard to protect their number one asset – their 'brand' from external threats, seeking out the right brand-oriented Digital Risk Protection (DRPS) solutions to identify and safeguard their digital assets beyond their reach.

But what happens to a market leader when they face a stream of counterfeit products and trademark infringements? For renowned US-based candy manufacturer, Ferrara, brand-related risks were on the rise – and needed to be taken down fast.

💡 CHALLENGE

- Sales of counterfeit candy that illegally utilize Ferrara's trademarks and listings on cannabis edibles websites
- Marketplace listings that offer Ferrara-branded packaging (mylar bags) for THC edibles
- Marketing of Ferrara-branded vaping and freeze dried products, neither of which are produced nor sold by Ferrara

"Ferrara's brands are being misused by THC infringers," stated Amber Carpenter, Legal Counsel for Brands at Ferrara," said Amber Carpenter, Senior Legal Counsel, Brands at Ferrara." Some of our most popular products, such as NERDS® and Trolli®, are being misappropriated with THC and sold using our branding.

Carpenter explained, how from Alibaba to Amazon, and especially on TikTok, the company's brand impersonation was rampant, with sellers purchasing bulk amounts of counterfeit mylar bags on THC product marketplaces, a non-traditional candy space – branded as 'Ferrara.'

"Infringers have misused our logos and brand colors to market infringing products, including freeze-dried versions of our candies and vaping products. These items, along with THC-related products and packaging, raise serious concerns about consumer health and safety," added Carpenter.

> " We knew we had to act fast, to not only take down these harmful product listings, but to prevent them from resurfacing, causing irreparable damage to our brand and customer trust."
>
> **Amber Carpenter**
> **Senior Legal Counsel, Brands – Ferrara**

🛡️ **BrandShield**®

◎ | SOLUTION

- Automated and customized online brand protection solution in place, which continuously scans/monitors external digital assets for vulnerabilities to prevent potential threats
- Quick identification and takedown of trademark infringments, including use of company logos and brand
- Robust cluster capabilities to detect and remove hundreds of fraudulent online listings at once

The Solution

Ferrara needed a partner who really understood their pain points – the IP domain and legal implications, emerging threats, and critical brand infringements, matched with the ability to quickly take down fraudulent content, and proactively avert future risks. said Carpenter. "We knew we had chosen the right partner in BrandShield for tackling this issue. Their digital risk protection, brand protection, and trademark infringement solutions, supported by their skilled and professional team, have proven invaluable."

No sooner had Ferrara sealed the deal, BrandShield got to work, starting with an indepth analysis of Ferrara's external-facing digital assets, and building a customized brand-oriented DRPS solution to meet their most critical challenges. BrandShield's DRPS provided Ferrara with continuous monitoring, and early visibility into online threats to their exposed and vulnerable assets, sending immediate alerts to their IT security team. Via the DRPS platform, threats are prioritized based on severity, enabling the team to act fast, and mitigate the risk.

In parallel, BrandShield's marketplace Brand Protection and Trademark Infringement Protection solutions continuously scanned online marketplaces, and social media platforms, to identify counterfeit use of Ferrara's logos, brand or IP, and help reduce the risk of a 'fake' listing slipping through the cracks. Powered by automated AI and ML technology, BrandShield Brand Protection's dedicated crawlers and APIs automatically monitored hundreds of marketplaces to retrieve and analyze data for violations.

"

"BrandShield showed us why effective marketplace brand protection needs automation. What's more, their cluster capabilities can detect and remove hundreds of listings at once, and takedown is done by BrandShield enforcement managers and threat hunters, all experienced IP professionals."

**Amber Carpenter
Senior Legal Counsel, Brands – Ferrara**

BrandShield®

The Results

For Ferrara, their ability to protect their brand is all about the numbers – and numbers don't lie. "Brandshield's staggering ~90% takedown success rate of our fraudulent online listings, speaks for itself," said Carpenter. "With BrandShield protecting our brand, we've managed to reach almost unheard of takedown success rates – 85% on websites, 94% on social media platforms, and 96% on online marketplaces."

RESULTS

- Achieved ~90% takedown success rate of Ferrara's fraudulent online listings
- Automated AI-driven solutions combined with a proactive legal team, enabled mass detection and fast, customized takedowns
- Highly-efficient, holistic solution which saves Ferrara valuable time, resources, and costs across the board

Today, BrandShield's proprietary brand protection and trademark infringement protection solutions are implemented throughout every conceivable corner of the web, to enable mass detection and customized takedowns, and safeguard Ferrara's much-loved brand and reputation. Over a 3-month period on social media and marketplaces, where Ferrara products were marketed as either THC-related, freeze dried, or packaged in 'fake' mylar candy bags, BrandShield reported a total of 1,319 fraudulent listings, and removed 1,221 of them, yielding an astounding 92.7% takedown success rate.

BrandShield brand protection solutions were ultimately 'put to the test' at Ferrara, where continuous automated scanning and monitoring, powered by BrandShield's AI/ML technology, worked – and worked well. This resulted in quick and efficient takedowns, which in turn, saved Ferrara valuable time, resources, and costs across the board. "We saw results within the first few months of working with BrandShield said Carpenter. "But it's not just about the product, it's about the people," she added. "The BrandShield team cannot be matched. They're smart, responsible, and reliable. As online marketplaces continue to surge, we see BrandShield as our trusted partner."

> Brandshield's staggering ~90% takedown success rate of our fraudulent online listings alone, speaks for itself."

Amber Carpenter
Senior Legal Counsel, Brands – Ferrara

BrandShield®