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Unreal Campaign Committee, Latin America
Subcommittee

Background

The Unreal Campaign is the International Trademark Association's (INTA) consumer awareness initiative designed to educate students (ages 14-18) on the importance of trademarks and the dangers of counterfeit goods. It was launched in 2012 at INTA's Annual Meeting in Washington, D.C.



Styles of Education

Direct Student Engagement Events: These are typically one hour assembly style presentations. The materials have been translated into Spanish and Portuguese and we try to tailor presentations to be regionally focused.

Collaboration with Other Consumer Awareness Initiatives: We try to work alongside other awareness programs. For example, ASIPI's EDUCA program and Lo Falso Te Queda Mal.

Online Engagement: We are active on social media (Instagram, Facebook, Twitter, and YouTube) as well as host a student-focused website: www.unrealcampaign.com

2012-2016

Before 2016, the Unreal Campaign reached approximately 3,000 students. There were events held in the following countries in Latin America:

- Brazil, Colombia, Costa Rica, Mexico, and Panama
- The first event held in Brazil was in 2015 at the AIPPI World Congress.



Committee Achievements

In 2016, the Unreal Campaign Committee was formed. This is a group of 70 INTA members dedicated to spreading the Campaign internationally.

- There are 11 members serving on the Latin America subcommittee, based in the following countries: Argentina, Brazil, Chile, Colombia, Costa Rica, El Salvador, Mexico, Panama, Peru, and Venezuela.



Committee Achievements

Since the committee was formed, the Campaign has reached 5,400+ students around the world in 25 countries.

- In Latin America, we have reached over 1,500 students in the following countries: Argentina, Aruba, Brazil, Cayman Islands, Chile, Costa Rica, Honduras, Nicaragua, Panama, and Peru.
- In Brazil, we have held 5 student engagement events reaching over 250 students.

Looking Ahead

In 2018, the Campaign continues to strengthen its presence in Latin America. We hope to create more regionally-focused materials and grow our online engagement with students.



2017 Unreal Campaign Sponsors



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Visit www.inta.org/unrealcampaign to learn more!





International
Trademark
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