



# THINK AGAIN

## SOCIAL MEDIA TOOLKIT



# Take a Bite Out Of Counterfeits with the New Go For Real™ PSA

**McGruff the Crime Dog® and the [Go For Real™](#) campaign shed light on the dark side of fake pills and other counterfeit products in a new public service announcement.**

The ad features three assembly lines making real and fake products including: sneakers, cosmetics, and fake pills. As the factory settings change, the hazards associated with fakes are spotlighted. At the end the Crime Dog is revealed, urging viewers and listeners to “think again,” before buying a fake product. Child labor, faulty safety standards, and the use of illicit fentanyl are called out in the 15, 30, and 60 second TV and radio spots.

## About Go For Real

The United States Patent and Trademark Office (USPTO) and the National Crime Prevention Council have launched the Go For Real campaign to ensure consumers aren’t fooled by criminals and learn the harms associated with purchasing counterfeit products. Through PSAs, radio ads, games, and educational materials directed at tweens and teens, the Go For Real campaign is changing buying behaviors and raising awareness of the damage caused by fake products.

**Watch the new PSA here:** [youtu.be/thjOdBAxtEk](https://youtu.be/thjOdBAxtEk)



## IMPORTANT LINKS

**Campaign website:**

[McGruffPSA.org](https://McGruffPSA.org)

**NCPC social media:**

 @McGruffatNCPC

 @McGruffatNCPC

 @McGruffatNCPC

 [linkedin.com/company/national-crime-prevention-council](https://www.linkedin.com/company/national-crime-prevention-council)

**TikTok** @McGruff\_TheCrimeDog

**60 second PSA:**

[youtu.be/thjOdBAxtEk](https://youtu.be/thjOdBAxtEk)

**30 second PSA:**

[youtu.be/ysiqqu8aZm0](https://youtu.be/ysiqqu8aZm0)

**15 second PSA:**

[youtu.be/GdHjFcuwgs0](https://youtu.be/GdHjFcuwgs0)



## Background

Each year, trillions of dollars worth of counterfeit products are sold worldwide. Aside from the economic toll, revenue from counterfeit products can potentially fund human and drug trafficking, child labor, and other criminal enterprises.

## How to Use this Toolkit

- Share the [PSA](#), accompanying videos, and graphics via social, website, and email communications.
- Customize the copy for your audience; cater messages that resonate with them.
- Use custom hashtags to make the campaign easy to find on social.
- Tag McGruff so he can engage with your content and follow your great work!

**Together, we can Take A Bite Out Of Crime® and build safer communities.**

# CONSIDER THE FACTS:

COUNTERFEITING IS A  
**trillion dollar**  
ILLEGAL INDUSTRY

FAKE ELECTRONICS  
CAUSE  
**350,000+**  
INJURIES EVERY YEAR.

THE SALE OF  
COUNTERFEITS COSTS  
**750,000+**  
AMERICAN JOBS ANNUALLY.

COUNTERFEIT BEAUTY  
PRODUCTS CAN CONTAIN  
**toxic chemicals**  
INCLUDING ARSENIC, URINE,  
AND RATE DROPPINGS.

**FAKE  
PILLS**

SOLD ON SOCIAL  
MEDIA COULD BE  
LACED WITH DEADLY  
SUBSTANCES LIKE

**FENTANYL**



# Sample Social Media Copy

**Hashtags to Use:** #ThinkAgain #GoForReal

**Campaign URL:** McGruffPSA.org

**NCPC Social Media Channels:**

**FB/X/IG/Threads:** @McGruffatNCPC

**LinkedIn:** National Crime Prevention Council



## Facebook

**Ex. 1** Think buying the “fake” version of a product is harmless? Think again. 🤔

The money made from fake products may fund human trafficking and other serious criminal activities. Do you want that on your conscience?

*[Insert organization/Name]* is working with @McGruffatNCPC to shine a light on the dark side of counterfeits. Uncover the real cost of fakes ➡ McGruffPSA.org

**Ex. 2** Consider this 🤔: Your 'too good to be true' deal on designer lotion was actually a counterfeit, and now you're going to the hospital with blistered skin. Is it worth the risk?

Don't let the crooks win – share @McGruffatNCPC's new PSA with your loved ones to raise awareness on the dangers of counterfeits ➡ McGruffPSA.org

#ThinkAgain #GoForReal

## X

**Ex. 1** Think buying counterfeits doesn't hurt anyone? Think again.

Revenue from fake products may fund global crimes including drug trade and human trafficking. Join *[Insert organization/Name]* and @McGruffatNCPC to stop the fakers and #GoForReal ➡ McGruffPSA.org

#ThinkAgain #GoForReal


**Ex. 2** ⚠️ Important PSA ⚠️: Counterfeits are NOT tested for safety and can cause real harm. Fake electronics alone cause 350,000+ injuries each year.


Join *[Insert organization/Name]* and @McGruffatNCPC in the fight against fakes by going to McGruffPSA.org.


#ThinkAgain #GoForReal

# Sample Social Media Copy

## LinkedIn

**Ex. 1**  **MYTH:** Counterfeits are harmless and only impact big corporations that don't need the money.


 **FACT:** Counterfeiting is a multi-trillion dollar industry that helps to fuel other illicit activities, including human trafficking, drug sales and other criminal enterprises.

*[Insert organization/Name]* and the @National Crime Prevention Council are teaming up to shine a light on the dark side of fake products.  McGruffPSA.org

#ThinkAgain #GoForReal


**Ex. 2** Let talk about the REAL cost of FAKES:

- The counterfeit industry costs 750,000+ American jobs each year.
- Counterfeiting takes TRILLIONS of dollars out of the global economy and into the hands of criminals.
- 350,000+ people are injured by fake electronics every year.




*[Insert organization/Name]* is working with @National Crime Prevention Council to highlight how fakes harm our communities. Watch the new PSA featuring McGruff the Crime Dog  McGruffPSA.org

#ThinkAgain #GoForReal

## Instagram

**Ex. 1** Think you'll save money buying the "fake"? Think again. 

Everybody loves a deal. But cheap, fake versions of products can come at a great cost. Think about it:

-  Fake tech is known to cause house fires.
-  Fake beauty products may contain toxic chemicals.
-  Fake pills could be laced with deadly substances, like fentanyl.

*[Insert organization/Name]* and @McGruffatNCPC want you to "think again" before going for fakes. See link in bio to learn more!

#GoForReal #ThinkAgain

**Ex. 2** No one likes a faker.

Counterfeit products ranging from fashion to skincare to medications can cause serious harm.

Criminals don't test fakes for safety or quality - they cut corners at every step of the way. If you're lucky, you get a poor-quality product. Not so lucky? Try major injuries, medical bills or even death.

*[Insert organization/Name]* and @McGruffatNCPC urge consumers to "think again" before buying a fake. Uncover more at the link in our bio!

#ThinkAgain #GoForReal

# Creative Assets to Share

Download Videos and Graphics

## PSA Video



## Facebook/X Posts

This counterfeit makeup only cost you \$5 and a trip to the ER.

**Still worth it?**



The Cost: A life  
Final Product: A fake pill

**Still worth it?**

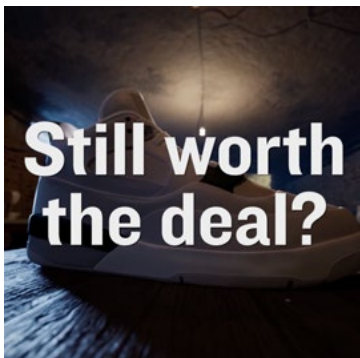


The Cost: Child labor  
Final Product: Fake sneakers

**Still worth it?**



## Instagram Posts



Think buying  
fake pills off  
social media is  
safe?

This  
counterfeit  
makeup only  
cost you \$5  
and a trip to  
the ER.