

GETTING THE BEST RESULTS  
FROM A  
GLOBAL BRAND REPUTATION  
MANAGEMENT POLICING



innovationprocessworks

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## *Global Reputation Management Policing*

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*Have you ever experienced brand misrepresentation?*

The Global Reputation Management Policing Report searches the web for cases where the term searched is possibly being used in a derogatory manner which may be misrepresenting your brand. Examples might be the use of pornography, Urban dictionary, or any other form of misuse or slander.

BrandPDQ algorithms cross-reference a list of over 70 words of disrepute to filter the most relevant results to the top of the report. The best part? We automatically generate reports on a monthly basis- that way, nothing can get by.



Browse -

Note

More

Type any word...

# BRAND MISREPRESENTATION

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Brand misrepresentation is an unfortunate factor you should consider while building your brand equity. Association with negative thoughts or ideas could negatively impact your brand tremendously. Stay up to date on what's happening with your brand or company's image.

Types of Negativity that could impact your brand or company

- Urban Dictionary
- Pornography
- Negative blog posts
- Negative feedback
- Employment Sites
- Negative newsfeeds

*\*Don't worry, there are no clickable links for your viewing safety.*

# LET'S DIG DEEPER.

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Each search acts like a Boolean search. For example, if we search “Farmhouse Natural” the search would look like “\*Farmhouse\* AND \*Natural\*” query on our database. So, a better search would be “Farm House Natural” to get “\*Farm\* AND \*House\* AND \*Natural\*” query on our database.

EX:

**“FARMHOUSE NATURAL”**

=

“FARMHOUSE” + “NATURAL”

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EX:

**“FARM HOUSE NATURAL”**

=

“FARM” + “HOUSE” + “NATURAL”  
+ “FARMHOUSE” + “NATURAL”

# Global Reputation Management Policing

## Getting Started

The screenshot shows the BRAND PDQ website interface. At the top, there is a navigation bar with links for Dashboard, Archive, Recurring, Cart, and Account. The main content area is titled 'Cart' and features a sidebar on the left with two sections: 'Search It Products' and 'Enforce It Products'. Under 'Enforce It Products', the 'Reputation' tab is selected, showing a list of products. The 'Global Brand Reputation Management Policing' product is highlighted, with a price of \$750 and a monthly fee of \$375. The 'Add' button next to this product is highlighted. The main cart area shows the product details, including the term 'Entire Mark' and a recurring monthly fee of \$375. A 'Remove' button is visible next to the product details. The cart summary at the bottom right shows a total of \$750 and a 'Proceed to Checkout' button.

Product	Price	Monthly Fee
Global Brand Reputation Management Policing	\$750	\$375
Global Anti-Counterfeit Policing	\$750	\$375

Total: \$750  
Proceed to Checkout

1. Under the “Reputation” tab below Enforce It Products, select “Add” next to Global Brand Reputation Management Policing. Here you will find the option to search by term.

# Global Reputation Management Policing

## Getting Started

The screenshot shows the BRAND PDQ website interface. At the top, there is a navigation bar with links for Dashboard, Archive, Recurring, Cart, and Account. The main content area is titled "Cart" and features a sidebar on the left with two sections: "Search It Products" and "Enforce It Products". The "Search It Products" section has dropdown menus for "Global", "USA", and "Franchise". The "Enforce It Products" section has dropdown menus for "Trademark" and "Reputation". Below the "Reputation" dropdown, there are two product listings: "Global Brand Reputation Management Policing" and "Global Anti-Counterfeit Policing", each with a price of \$750 and a monthly fee of \$375, and an "Add" button. The main cart area shows a red header for "Reputation Enforce It" and a product card for "Global Brand Reputation Management Policing" with a price of \$750. The product card includes a "Term" input field with "Brand PDQ" entered, a "Recurring monthly fee: \$375", and a note: "\* Your first month, you will receive the full report. Each subsequent month you will receive a report detailing the issues identified after the issuing of the first report." There is a "Remove" button at the bottom right of the product card. To the right of the product card, the total price is displayed as "Total: \$750" and a "Proceed to Checkout" button is visible.

**BRAND PDQ™** Dashboard Archive Recurring Cart Account

### Cart

**Search It Products**

- Global
- USA
- Franchise

**Enforce It Products**

- Trademark
- Reputation

Global Brand Reputation Management Policing	\$750	Add
Monthly:	\$375	
Global Anti-Counterfeit Policing	\$750	Add
Monthly:	\$375	

**Reputation Enforce It**

**Global Brand Reputation Management Policing** \$750

Term:

Recurring monthly fee: \$375

\* Your first month, you will receive the full report. Each subsequent month you will receive a report detailing the issues identified after the issuing of the first report.

Remove

Total: \$750

Proceed to Checkout

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2. After typing your search term in the window, click “Proceed to Checkout” and fill in all required details. Note: After starting your initial search, our system automatically sends you the updated monthly search.

# Global Reputation Management Policing

## Getting Started

The screenshot displays the BRAND PDQ dashboard. The top navigation bar includes 'Dashboard', 'Archive', 'Recurring', 'Cart', 'Account', and a 'Logout' button. A left sidebar contains a 'Franchise' dropdown, a red 'Enforce It Products' button, and 'Trademark' and 'Reputation' dropdowns. The main content area features a table of reports with columns for Type, Report Title, Term, Date, and PDF icons. Below this is an 'Enforce It Reports' section with a search bar, a table of reports, and a 'Show 10 entries' dropdown. At the bottom, there are links for 'Privacy Policy', 'Terms of Use', 'Disclaimer', and 'Contact Us'.

Type	Report Title	Term	Date	PDF
Franchise	Franchise Search (Zip Code) Report	IP Watch	01-25-2018	
Global	Global Social Media Search	Brand PDQ	01-25-2018	
Global	Global Anti-Counterfeit Search	IP Watch	01-24-2018	
Global	Global Brand Reputation Management	IP Watch	01-24-2018	
Global	Global Ad Image Search	Global-Logo.png	01-24-2018	
Global	Global Logo Search	IPW-Logos-01.png	01-23-2018	
Global	Global Domain Name Search	ip watch	01-23-2018	
Federal	USA Trademark Comprehensive Search Report	IPWatch	01-22-2018	
Federal	USA Trademark Screening Report	IPWatch	01-22-2018	

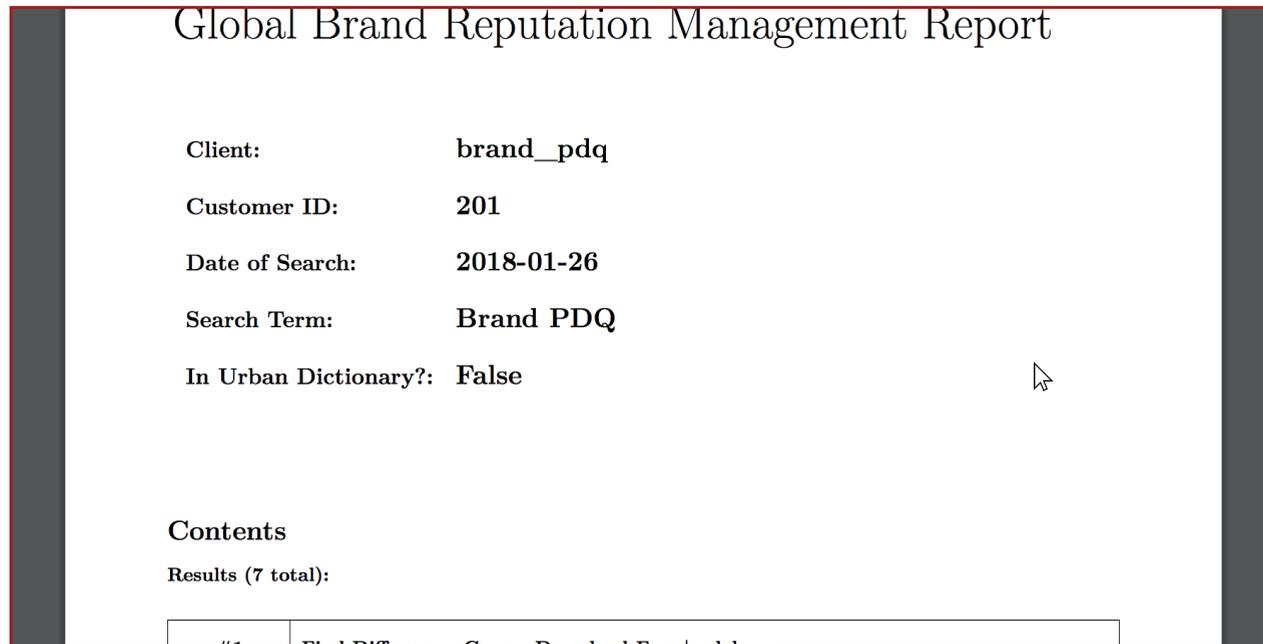
  

Type	Report Title	Term	Date	PDF
Reputation	Global Brand Reputation Management Policing	Brand PDQ	01-26-2018	
Trademark	USA Comprehensive Trademark Policing	Brand PDQ	01-25-2018	

3. After completing all details, you will be brought to this window. After loading, an animated icon will appear below the red Enforce It Reports section and below the PDF column. Click this icon once ready.

# Global Reputation Management Policing

## Getting Started



The screenshot displays a report interface with the following details:

- Client:** brand\_pdq
- Customer ID:** 201
- Date of Search:** 2018-01-26
- Search Term:** Brand PDQ
- In Urban Dictionary?:** False

Below the search details, there is a section titled "Contents" and a sub-section "Results (7 total):". A table is partially visible at the bottom of the screenshot, showing a single row with a "#1" in the first column and a truncated text string in the second column.

#	Brand Difference
#1	Brand Difference: Game Developer, English, ...

4. Your results will appear in a new tab. Scroll down to view all results.

HAPPY  
SEARCHING!



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