Three Chart-Topping HK Food Brands GO SMART with REAL QR

GS1
Hong Kong

Three Chart-Topping Hong Kong Food Brands
三家銷量頭10位的本地食品名牌

Popular Food Brands Uses REAL QR toFend off Fraud
高人氣中西名店以「真的碼」防欺詐

About the companies

All 3 food brands are known for their appetizing pastries and bakeries, locally-made legacy and top-notch quality. Their award-winning mooncakes not only charm the local market by taking the top 10 sales chart, but also draw millions of foodies around the world. They are considered the modern classic in Hong Kong.

關於各品牌

三家食品品牌的唐餅和糕點都令人回味無窮，並以新鮮上乘、香港製造的風味而遠近馳名。各家屢獲殊榮的月餅不但經常穩佔本地銷量頭十位，更吸引全球老饕捧場，成為香港經典食品之列。

Background

Taking advantage of festive seasons, dishonest merchants would scam unsuspecting consumers with pirated festive treats, threatening not only food safety and public health but also wrecking consumers' confidence. Besides, with increased customers' concern on food quality and safety, it is paramount for brand owners to minimize risk and offer trust in order to differentiate in the market.

Famous for their festive delicacies, 3 established brand owners which always take up the top 10 mooncake sales chart, often sparked off major shopping frenzy when their products are launched. To fight against fakes, they tried using registered trademark, hologram label and changing packaging or stickers every year, but the counterfeits always manage to replicate their products, confusing and swindling the consumers. It had been a major headache for the brands as customers repeatedly got tricked every year.

背景

許多不法商人會趁節日推出偽冒品牌應節食品、詐騙金錢，這既構成食品安全威脅，亦打擊市民對品牌的信心。另一方面，現時顧客對食品質素、安全的要求越來越高，品牌商要為顧客降低購物風險、提供信心保證，才能在芸芸品牌中突圍而出。

多年來穩佔月餅銷量頭10位的3家月餅商標持有人，其應節食品系列一向遠近馳名，每年都吸引消費者搶購。它們過往雖在月餅盒上加上註冊商標及雷射標籤，亦每年更改包裝設計或標籤貼，但總會被山寨廠剽竊仿製，令顧客難以分辨產品真假，以致每年都有顧客被騙，令商戶大傷腦筋。

GS1 standards used or solution (s) / service (s) applied

- GS1 HK's REAL QR

應用的GS1標準或方案/服務

- GS1 HK「真的碼」

Solutions

The mooncake suppliers adopted GS1 HK's REAL QR authentication solution to protect customers from counterfeits, bust the pirated activities, safeguard reputation and profits, and ultimately secure food safety(one of which even started deployment since 2018). The solution uses patented micro-printing and nano technology, where over 60,000 nano-code can be printed on every millimeter diameter (tbc). With this, consumers can easily use mobile app or web browser to scan the QR code and distinguish genuine products from the fakes.

Unrivalled in market, the one-of-a-kind solution can be used around the world, protecting global consumers from fraud. In the meantime, it helps brand owners to capture scan activities and data like the time of scan, scan location, scan device / system, etc., and be alerted of the counterfeit goods.

Learning the suspected mooncakes syndicate sales channels based on the scan activities, the trademark owners reported to Hong Kong Customs and successfully combated the online sale of counterfeit mooncakes and its infringing activities.

The scan data can also support users' consumption pattern analysis and provide useful reference for future marketing strategy making.

The widespread reputation of the companies has drawn some imposters' efforts to build phishing website or unauthorised e-store, for personal data or identity theft and money fraud. As such, 2 of the mooncake brands employed GS1 HK's anti-phishing service and detected many unathourised channels on e-marketplaces like Tmall and Taobao, as well as phishing sites, defending consumers from scam.

A few million items are already tagged with REAL QR code in market, covering consumer electronics, food, healthcare & industry products, luxury, FMCG products, and more. The 3 merchants are planning to enhance channel management with the solution: If the goods from certain distributor are sold in unintended markets, the manufacturers will be alarmed to investigate whether parallel imports or other misconducts takes place.

解決方案

為防範顧客受誤導、打擊侵權行為、維護品牌聲譽及利潤,3家月餅生產商運用GS1 HK「真的碼」防偽方案,以保障市民餐桌安全; 其中1家更由2018年沿用至今。方案採用專利的微印刷(micro-printing)加密技術及納米技術,在每毫米直徑上印刷出超過60,000 納米安全圖碼(tbc),讓消費者只需透過手機應用程式或瀏覽器,輕鬆掃描QR碼就能辨識真假貨。

方案在市場上獨一無二,不但全球通用、保障全球消費者權益,更方便品牌商獲得實時掃描活動,蒐集掃描時間、掃描位置、掃描設備/系統等數據,在發現假貨時獲警報通知。品牌商便是藉著掃描、發現假貨銷售行為,向香港海關舉報後成功破獲網上售賣冒牌月餅的侵權活動。此外,相關數據亦有助各商戶分析顧客的消費行為,為產品推廣提供有用的參考資訊。

其中2間月餅生產商亦應用了反網絡釣魚服務:它們的知名度高,許多騙徒嘗試偽裝成該公司網站或獲授權電商,藉此盜取個人資訊或身分、竊取其顧客金錢。公司透過服務在大型電商如天貓、淘寶等發現了許多虛假銷售渠道及釣魚網站,成功保障許多消費者誤墮陷阱。

現時市場已有近數百萬件產品應用方案,在消費電子產品、食品、個人護理/保健、工業用品、奢侈品、零售及快速消費品等比比皆是。未來,它們都計劃以方案做好渠道管理: 若分銷商的產品於指定銷售地區以外被掃描,品牌商便可接獲通知,有機會是走水貨或其他違規行為。

Benefits

3 key features of GS1 HK's REAL QR:

1. Unique in market: Authenticate and track scan activities in one solution
2. Use everywhere: Global consumers can use mobile scan easily to authenticate
3. Applicable to various packaging materials: cards, fabrics, aluminum cans, etc.

效益

GS1 HK「真的碼」具備3項特點:

1. 功能獨一無二:既能驗証真偽、又能追蹤掃描活動
2. 全球通用:只需手機掃描、全球消費者可用
3. 適用於不同物料:咭紙、布料、鋁罐等包裝都可應用