Brand Intelligence
Fake Pharmaceuticals

Background

The tide of fake pharmaceuticals has risen to incomprehensible levels. In early 2016, one of the most recognizable pharmaceutical brands in the world, with $70 billion USD in revenue, began addressing their concerns by exploring tactics used by cyber criminals to promulgate the distribution of falsified drugs. The specific drug at issue: *a controversial stimulant used for the treatment of Attention- Deficit Hyperactivity Disorder (ADHD)*. With market share and liability issues involved with the unregulated commerce of this drug, understanding the threats to its global brand became critical.

Challenge

The questions poised to Sovereign were how prevalent is the black market industry regarding this specific stimulant, and whether any attribution to the major dealers was realistic. Understanding the metrics involved and damage to the company's reputation through expensive survey's and general Social Media analysis already proved to be inefficient.

Result

Although the prevalence of eCommerce sites within the Dark Web offering hacking tools, malware, and credit cards, is substantial, the market for counterfeit drugs dwarfs them all. Sovereign's proprietary search engines and Artificial Intelligence were engaged to determine the effect of fake pharmaceuticals on the company's brand. SI Reconnaissance integrated our data feeds from the Dark Web, Deep Web forums, and other sensitive sites requiring social engineering. Sovereign quickly found salient data points including URLs, pseudonyms, email addresses, addresses, and even telephone numbers of otherwise unknown black market dealers selling this stimulant. Completing the overall picture with Surface and Social Media data, Sovereign successfully determined that the counterfeit sale of this particular drug did not have a profound effect on the companies overall reputation.

Insight

Understanding whether your reputation is damaged by counterfeit products sales is important in averting brand diminishment and thus loss of market share. Sovereign's vast cataloging of unstructured Dark Web market intelligence provided invaluable data points for the company's strategic plans to dismantle counterfeit products.

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