Executive Summary

The Cambridge Satchel Company is a sought after international fashion brand of high quality handmade leather satchel bags, worn by many celebrities. The company was founded in 2008 by Julie Deane who saw a gap in the market for superior, traditional leather satchels.

The Cambridge Satchel Company began shipping bags from Deane's kitchen, and since then the company has grown into a multi-million pound organisation that produces around 900 satchels per day, employs more than 90 people and ships to 120 countries.

However, with this rapid growth and success came various challenges, including a number of websites selling counterfeits. As a new brand, The Cambridge Satchel Company recognised the need to protect its revenue and its customers, and approached MarkMonitor® for assistance.

MarkMonitor developed an online brand protection strategy for The Cambridge Satchel Company, quickly identifying sites taking advantage of the brand and introducing appropriate enforcement measures to curb the abuse.

“I chose to work with MarkMonitor to protect my brand and customers globally from this counterfeit activity online. We have since taken down a number of imitation sites proclaiming to be The Cambridge Satchel Company brand. In just a six month period, one single online marketplace offender had listings totalling over £100,000,” said Julie Deane, Founder, The Cambridge Satchel Company.
“I founded The Cambridge Satchel Company five years ago, and since then the business has grown exponentially in a very short period of time. With great success came major challenges, with a multitude of unwanted copycats claiming to sell our satchels online. I was shocked and astonished by the sophistication and design of the websites selling fakes and the impact it was having on my customers and my brand.”

— Julie Deane, Founder, The Cambridge Satchel Company

Challenges
- Maintaining a positive brand image and protecting customers from purchasing counterfeit products online
- The proliferation of websites and online marketplace sites selling fake satchels
- Cybersquatting and domain name infringement

Solution
- The Cambridge Satchel Company chose to work with MarkMonitor to protect its brand online. The MarkMonitor Brand Protection platform is used to identify online threats to the brand, mainly through imitation websites and the listing of fake products on marketplace sites. The platform is also used to curb brand confusion, domain name infringement, the use of copyrighted material and The Cambridge Satchel Company logo.

Results
- Removal of almost £1.2 million worth of product from online marketplaces in the first six months
- Thousands of listings on online marketplaces removed
- Reclaimed traffic estimated at approximately 1 million visits annually
- Improved reputation and customer trust

Challenge
As The Cambridge Satchel Company grew into a top fashion brand globally—first selling exclusively online and partnering with well-known fashion houses and luxury department stores, such as Comme des Garçons, Harrods and Bloomingdales—it became an increasingly appealing target for online counterfeiters who took advantage of its highly recognised brand name to lure potential customers to rogue sites.

The company started to receive customer complaints regarding late orders or non-arrival of goods. Upon investigation it was discovered that the orders were not placed with The Cambridge Satchel Company and customers had fallen prey to online counterfeiters. Fake products were found on numerous imitation Cambridge Satchel websites, as well as online marketplace sites.

“Ironically, it was the Web that built great momentum for our flourishing business. From the early days, we used the Web for everything, from sourcing our first suppliers, to Google analytics and researching fashion bloggers. The Cambridge Satchel Company’s success story became the perfect advert for building a brand online, yet it was the Internet that paved the way for the many imitators that followed,” added Deane.

Solution
The Cambridge Satchel Company chose MarkMonitor to develop an online brand protection strategy that quickly identified sites taking advantage of The Cambridge Satchel Company brand, introducing appropriate enforcement measures to combat online counterfeiters and curb the abuse.

The MarkMonitor online brand protection platform identified a range of threats facing The Cambridge Satchel Company brand, such as sales through unauthorised channels, cybersquatting and false association. Instances of brand confusion were also uncovered through the use of copyrighted images and text, and multiple misuses of The Cambridge Satchel Company logo.

MarkMonitor began the process of limiting the visibility of the fake websites with the use of various enforcement options. The team also broadcasted reputational...
information about sites with the Trusted Brand Broadcast System™ (TBBS), which allows The Cambridge Satchel Company to instantly advise Internet users on the legitimacy of the sites they choose to visit—augmenting enforcement efforts, building additional consumer trust and impeding the efforts of potential fraudsters and other infringers.

In addition, the key online marketplace sites that featured multiple listings of the company’s imitation satchels received enforcement notices, and the listings were subsequently withdrawn.

Results

The multi-pronged enforcement strategy developed by MarkMonitor helped to recoup The Cambridge Satchel Company’s rightful traffic and prevent a significant amount of lost revenue. In the first six months, the MarkMonitor team identified sites which generated almost a million visits annually—traffic and potential business that should have gone to The Cambridge Satchel Company. The team also sent enforcement notices to online marketplace sites for the removal of fake merchandise, valued at approximately £1.2 million.

Deane concluded: “Since working with MarkMonitor, we have seen rapid results in the fight against online counterfeiters. The joy of my business is moving forward and I find it so upsetting when I see a fake website, when I see an imitator, because The Cambridge Satchel Company is a brand we all care about a huge amount. So it’s vital to have someone to help protect the brand, and in our case it’s MarkMonitor.”

As a fashionable brand, The Cambridge Satchel Company will continue to be a target for brandjackers who hope to capture some of its success and revenue. The MarkMonitor team continues to identify, track and deal with online threats to the brand, assisting The Cambridge Satchel Company in protecting its reputation and customers, while safeguarding against the financial impact of online counterfeiting.
About MarkMonitor

MarkMonitor®, the world leader in enterprise brand protection and a Thomson Reuters Intellectual Property & Science business, provides advanced technology and expertise that protects the revenues and reputations of the world’s leading brands. In the digital world, brands face new risks due to the Web’s anonymity, global reach and shifting consumption patterns for digital content, goods and services. Customers choose MarkMonitor for its unique combination of industry-leading expertise, advanced technology and extensive industry relationships to preserve their marketing investments, revenues and customer trust.

To learn more about MarkMonitor, our solutions and services, please visit markmonitor.com or call us at 1-800-745-9229.