



THE WATCHER'S CLUB

Educating Youth – Preventing Risk –
Protecting Innovation



INTRODUCTION

The Watchers' Club is an innovative educational program designed to raise awareness among young consumers about responsible consumption, intellectual property, and the fight against counterfeiting.

Through interactive activities, adapted workshops, and original audiovisual content, the Club helps children understand the health, social, cultural, and economic consequences of their purchasing choices.

A concept already tested and validated in the field, the Club has demonstrated its ability to capture attention, promote critical thinking, and positively influence consumer behavior during a pilot phase conducted in partnership with La Poste in France, Schools.



OUR GOAL IS TWO-FOLD:

- Educate the next generation of informed consumers.
- Support institutions and brands in their efforts to promote prevention and concrete social responsibility.



CONCRETE ISSUE

Today's youth are exposed to illicit products and content:

- counterfeit toys and school supplies;
- non-compliant cosmetics and clothes ;
- copyright and illegal content ;
- authenticity unchecked online purchases ;
- risks impacting health, economy, culture & employment.

Prevention enables:

- ✓ avoid health risks
- ✓ limit harmful purchasing behaviors
- ✓ encourage creativity and innovation
- ✓ strengthen respect for rights and the law

AN INNOVATIVE RESPONSE

The Watchers' Club relies on:

- characters and storytelling (Noura, Ninon...)
- educational comics & animated videos
- workshops and games
- data-based pedagogical tracking

WHY COLLABORATE WITH THE WATCHER'S CLUB?

01

Measurable social impact:

- direct field awareness
- impact reporting & statistics
- contribution to a recognized social challenge

02

Responsible communication & visibility:

- presence across activations
- institutional & event positioning
- alignment with public and governmental priorities

03

Strategic & reputational positioning:

- consistency with ESG & CSR commitments
- protection of intellectual property
- positive brand perception enhancement

CSR ACCESS – IMAGE & COMMITMENT : For companies, partnering with the program represents **a high-value CSR engagement:**

- ✓ contribution to youth & civic education
- ✓ promotion of responsible consumption
- ✓ support for innovation & cultural industries
- ✓ enhancement of image and reputation
- ✓ engagement with families & communities

This initiative acts as **a bridge between brands, institutions, and society, fostering constructive dialogue.**



PROGRAM BENEFITS SUMMARY BOARD

Scope	Benefits of the program	Benefits for partners
Education & prévention	Teaching responsible buying behavior	concrete social & territorial impact
CSR & Societal	Risk awareness & legality	Reinforcement of CSR & ESG strategy
Image & reputation	Positive educational content	Brand perception improvement
The Solution	Link between schools, communities, and families	Positioning as responsible actor
Innovation & IP	Promoting creativity & authenticity	Defending creative and innovative industries
Public Engagement	Visible and evaluated activities	Communication and storytelling opportunities
Territory	Program adaptability by country/city	Local implementation & community roots

WHAT WE OFFER

Service category	Service description
Custom educational comics	Creation of tailor-made comic books or single customized comic panels aligned with a company's products, risks, or awareness priorities.
Custom cartoon episodes	Development of customized animated episodes addressing specific themes such as counterfeiting risks, responsible consumption, or brand protection.
Product-focused comic panels	Creation of one panel per product or per thematic topic (e.g., pharmaceuticals, cosmetics, sports equipment, electronics).
Event participation (online or on-Site)	Delivery of awareness sessions during professional or public events , either remotely or in person.
School interventions	Educational workshops delivered in primary schools, secondary schools, and youth programs .
Sports event awareness activities	Interventions during major sporting events (e.g., French Karate Championships) with interactive awareness formats.

WHAT WE OFFER

Service category	Service description
Public awareness activations	Deployment of activities in high-visibility public venues (e.g., La Poste Paris Louvre activation formats).
Professional event workshops	Participation in sectoral or institutional professional events through expert presentations or interactive sessions.
Dedicated interactive activities	Design and delivery of tailored awareness formats such as "Mystery Market", Quizzes, Spot-the-Difference Games , and IP MAP workshops .
IP MAP strategic workshops	Facilitation of interactive IP MAP sessions to analyze risks, enforcement challenges, and institutional coordination needs.
Custom branded goodies	Personalization of educational kits and awareness materials (notebooks, magnifiers, badges, activity supports, etc.).



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POSSIBLE CONFIGURATION

STANDARD CONFIGURATION :

- Distribution of Comics & Goodies
- Quick Explanation and Awareness-Raising
- Exhibition of Counterfeit Products
- Roll-up Banners
- Data Collection
- Form in FR - UK
- Animators



Special Comic Edition

Customized Goodies

Refined Data

TV

Animation

Linguistic Adaptation

Adapted POS Materials (Point of Sale Advertising)

Indoor or Outdoor Animation

Customized games of choice :

- Interactive Digital Game
- Case Study
- The Mystery Market
- Create Your Comic
- The Consumer's Balance
- Culture & Heritage Rally
- Counterfeiting Eco-Quiz
- The Creators' Challenge
- The Clue Hunt

CONFIGURATION 2 :



CONFIGURATION 3 :

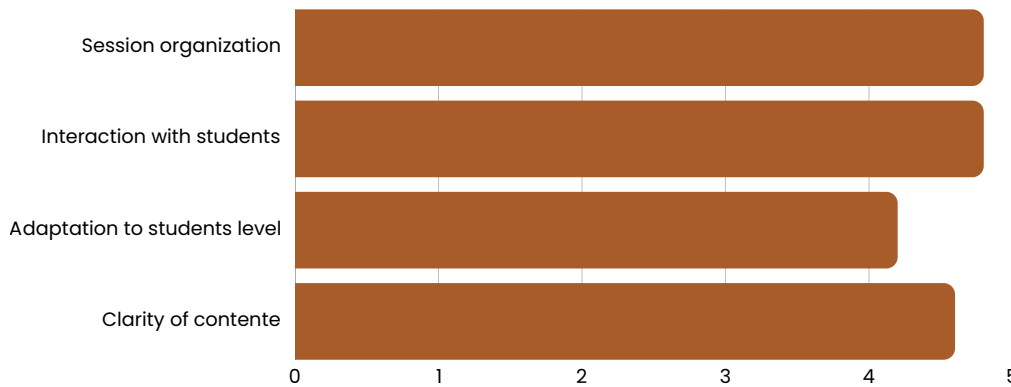


CONFIGURATION 4 :



SOME FIGURES

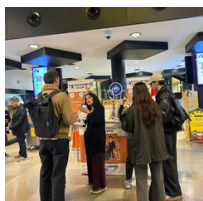
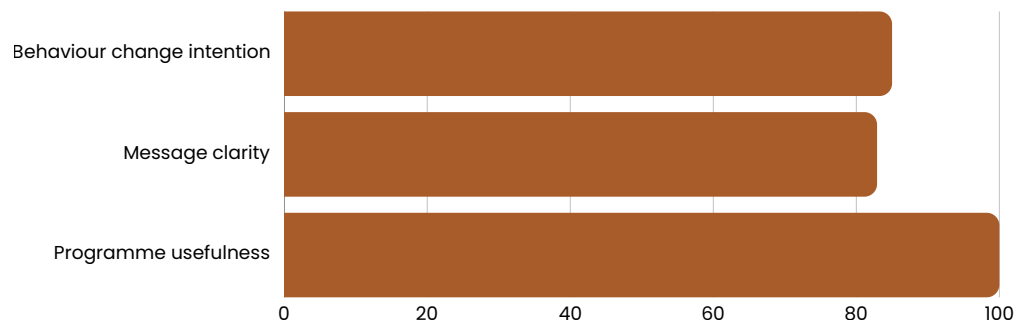
Educational Impact – School Intervention Results



School Intervention in Tunisia :

- 126 students
- €26 per student
- Replication rate x5

Public Awareness Impact – La Poste Louvre Activation



La Poste Louvre Intervention :

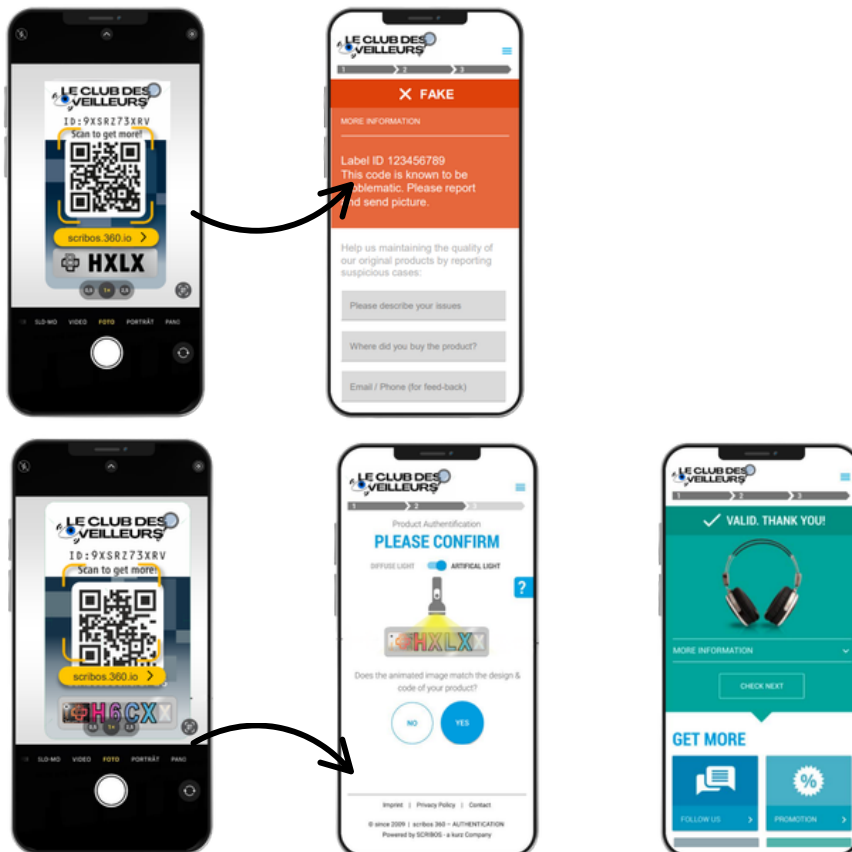
- 4.78 / 5: Average event rating.
- 40 people per day.
- 200 people in 5 days.



Project: Watcher's Club a 360 solution :

- **Digitalized consumer service:** verification, alert and information.
- **Authentication & compliance** through secured product marking.
- **Instant worldwide data & statistics:** field collection and risk analysis.
- **Customer & consumer experience:** scan, awareness and engagement.

New reflex to promote: **When in doubt, scan the hologram.**



Any question

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