

ACTIVITY THREE

SPREAD THE WORD

COUNTERFEITS CAN BE DANGEROUS

Work with your team to create a public awareness campaign that will alert consumers about the dangers of using counterfeit camera batteries, chargers, and external flashes, and show them how to avoid fakes. Follow these steps:

1. Create a slogan for your campaign. _____



2. Create a logo.

3. Write key points you want to communicate.

4. On a separate sheet of paper, create an idea for a poster, video, meme, or other form of communication. Be sure to include your slogan, logo, and key points.

CLIP OUT THIS LIST OF TIPS TO HELP AVOID COUNTERFEITS FOR THE NEXT TIME YOU NEED A NEW BATTERY, CHARGER, OR OTHER POWER ACCESSORY.

DON'T GET FOOLED!

- Beware of "too-good-to-be-true" prices.
- Be careful when buying through foreign sites.
- Purchase from authorized dealers or directly from the manufacturer.
 - Check to make sure the package is of high quality.
 - Beware of suspicious messaging.
 - Check to make sure your battery fits easily in your device.
 - Check for overheating.
 - Make sure your battery holds a charge.
 - Compare logos for consistency.

When in doubt, let the manufacturer check it out.



Copyright © 2017 National Crime Prevention Council
© 2017 Canon U.S.A., Inc. Canon is a registered trademark of Canon Inc. in the United States.

**FIND OUT MORE ABOUT HOW YOU CAN AVOID COUNTERFEITS
AT NCP.C.ORG/STOPFAKES AND USA.CANON.COM/ABOUTCOUNTERFEITS**