What People Are Selling

• Green Coffee Bean Extract
• Phytoceramides
• Garcina Cambogia
• African Mango Extract
• Garcina Cambogia
• Saffron Extract
• Chitosan
• Forskolin
• Turmeric - Curcumin
• Yacon Syrup
• Red Palm
• Raspberry Ketones
How They’re Selling It…

- **Online Banner Ads**: Ad Networks (SiteScout, AdSense), etc.
- **Ad Word Buys**: Google, Facebook, etc.
- **Direct Marketing**: Email, Text, Phone, SMS
- **E-commerce**: Amazon, EBay, various nutrition storefronts, etc.
- **Social Media**: YouTube, Facebook, Twitter, Pinterest
- **Broadcast/Traditional Media**: Television, Radio, Magazines
“Making Millions Through Nutrition”

Video Credit: Pace Lattin: http://www.youtube.com/watch?v=9zMlOrRkpAM
Ads Featuring Dr. Oz or The Dr. Oz Show
More Ads Featuring Dr. Oz or TDOS

Dr. OZ’s Miracle Diet
Discover the Awesome Truth About Dr OZ’s Hottest New Diet.

Garcinia Cambogia
100% Pure & Natural Weight Loss By Dr Oz

Lose 20 lbs in 4 weeks?
Dr OZ: “Miracle Pill Burns Fat Fast”

Green Coffee Extract
“Celebrity Doctor Reveals 1 Secret To A Flat Belly...”

Lose 20 lbs in 4 Weeks?
Dr OZ: “Miracle Pill Burns Fat Fast”
More Ads Featuring Dr. Oz or TDOS

Dr Oz: “Mom’s $4 Wrinkle Tip”
Kill a bit of your wrinkles everyday by following this old weird tip

Last Night Dr Oz Spoke About Green Coffee Beans & How They Can Help You Lose Weight

Order Now

Dr Oz: “Better than a facelift”
Could this be the end of Botox? Hailed as “the secret to cheat your age.” Reduce your wrinkles today. Read More

Oprah Looks 29

Lose 21 lbs in 1 Week?

”Miracle Pill Burns Fat FAST!”

Demi Moore Looks 29

Dr Oz: “Better than a facelift”
More Ads Featuring Dr. Oz or TDOS

Doctors Banned this Video

Can You Cure HEART DISEASE?
Shocking video reveals why America’s top doctors claim this weird ingredient may stop Heart Disease dead in its tracks [video]

55 Year Old Ellen Looks 25
Dr. Oz: "Better than a facelift"

"Raspberry Ketone Max For Fast & Effective Weight Loss"
Order Now

Eat THIS, Never Diet Again
Dr. Oz: "The Holy Grail of weight loss"
Use Case 1: Standard Banner Advertisement

User Action: Click advertisement featuring Dr. Oz, land on “advertorial”, click through to “Buy Now” landing page

http://womenshealthreport.org/garcinia/index2.htm

What is an Advertorial?

A newspaper or magazine advertisement giving information about a product in the style of an editorial or objective journalistic article.
Use Case 2: Paid Ad Words (Google, Yahoo, Bing, etc.)
User Action: Conduct general search, click ad, land on “advertorial”, click through to “free trial” landing page


http://www.garciniacambogiaspremium.com/l1/

http://goodhousekeeping.com-lnk.us/garcinia/index.php
Use Case 3: Email (Direct Marketing)

User Action: Click email link; land on “advertorial”, click through to “free trial” landing page

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Use Case 4: Facebook Ads
Technical Know-How

Third party advertisement served as overlay DoctorOz.com as an iFrame
(the URL for the advertisement is www.DrOzGreenDrink.net)
Deceptive Tactics: Stealing Visuals
Sites that look like DoctorOz.com, but actually sell products

**DoctorOz.com**

**Site Selling Garcinia**
How Affiliate Marketing Works:

1. The affiliate shows an ad for the merchant on their website.
2. The customer clicks the ad or link.
3. The customer is sent to the merchant site through tracking link.
4. The customer makes a purchase on the merchant website.
5. The affiliate network records the purchase and details of the transaction.
6. The transaction is credited to the referring affiliate.
7. The affiliate gets paid their commission.
Cornerstones of Successful Affiliate Marketing

• **Expert Direct Marketers:**
  – “Designed to elicit an immediate response from consumers”
  – Leverage user-driven ad words and direct telecommunications
  – Possess sizable advertising budget (ad words aren’t cheap)

• **Web Development and Strategy:**
  – [Domain registration](#), creative elements/messaging/graphics, [site development](#), data capture system, [Search Engine Optimization/Specialists](#)
  – [Affiliate Offer](#), [Advertorial landing page](#) (featuring celebrities, mainstream media brands)

• **CRM Solution:**
  – The backend; where the data is stored, how the transactions are processed, where the orders are sent, who gets paid, etc. ([LimeLight CRM](#) seems to be best in class)

• **White Label Manufacturer:**
  – [Create your own brand](#); specify product formula, order product, print your own labels

• **Product Fulfillment Center:**
  – [International drop shipment](#), call centers

• **Content Creators:** SEO specialists (page spinners), social media managers, writers, publicists

• **Call Center:** a [toll-free call center](#) to process orders; they often can’t reference the site their product is sold on or the brand you are attempting to order.

• **Credit Card Mitigation Center:** a team dedicated to credit card claim disputes
How We Responded
Oz Watch: Timeline + Key Metrics

9/12/2009: Dr. Oz and Oprah Winfrey file civil suit against merchants using their likeness to sell and promote acai berry
9/03/2012: Dr. Oz Announces Oz Watch “If you see something, send something”
9/12/2012: “Dr. Oz Fights to Reclaim His Name” Show
5/06/2013: Dr. Oz Announces the “It’s Not Me” Campaign
4/29/2014: “Dr. Oz Takes Down the Scammers” Show

Total Cases Reported to Oz Watch through 5/31/2014: 35,000+
• “High Value” Targets (image/logo/video infringements) identified: 9,000+
  • Many reported offenses (thousands) are duplicates. This number excludes social media
• C&Ds sent to date: 600 (not including YouTube and Facebook takedowns) to 450+ sites
  • Sites taken down + Infringements removed in response to C&D: 300+
  • C&Ds sent that produced no result: 78
  • Average Claims Submitted to Oz Watch Per Day: 50
• Total YouTube Takedowns to Date: 4,700+ videos
• Total SPAM Messages Reported: 28,000+

General breakdown by claim type (not exact):
• Online: Website, Facebook, Amazon: 62%
• Email/Text: 28%
• Other (Television/Radio/Print): 9%
• In-store: 1 %
May 2013: Public Awareness Effort - “It’s Not Me”
Dr. Oz’s “It’s Not Me” Message
Since May 6, 2013, Dr. Oz has ended each show with the following disclaimer

"If you receive an e-mail or any kind of direct marketing claiming to be from me selling a product with my name, my image or the show's name, you need to know IT'S NOT ME! I consider anyone that uses my name or my picture to try to sell you a product or supplement reckless and dangerous. They are undermining my credibility with you and the trust you place in me. More importantly, it could be dangerous to your health.

Please go to www.DoctorOz.com/oz-watch to report if you receive any messages that use me to sell you anything.

To see a list of our trusted partners, please go to www.DoctorOz.com.”
Brand Protection: Mark Monitor

Hired MarkMonitor: October 2013
  – MarkMonitor tracks online use of our brand and sends legal enforcements.

Websites and Paid Search:
  • Website Domain Detections: 2,055 results
  • Website Content Detections: 4,521 results
  • **Enforcements Sent:** 493 to 341 sites (77% compliant rate)
    – 33% of the enforcements were in response to *OzWatch* submissions.

Online Marketplaces: (Amazon, eBay, Craigslist, etc.)
  • Marketplace Detections: 2,306 detections
  • Enforcements Sent: 2,145
Dr. Oz’s Call to Action

• Initiate greater intra-agency cooperation between the FTC, FDA, FBI, Congress and State Attorney General offices and the private sector companies (via trade organizations) to identify offenders and shut them down.

• Development of a private sector voluntary “master registry” of celebrity endorsements retained by the advertising platforms (online and traditional) for quick identification of violators. This would be of great assistance to the celebrities who have no practical recourse for trademark infringement and enable the FTC and law enforcement to look in the obvious places.

• A master registry would be a useful tool and if developed, ad hosting services could be expected to cross reference celebrity content and expected to refuse purchases for violators as well as report the purchaser. This would streamline the process and provide a level of accountability for platforms who are making money selling space to scammers.