



The Brand Equity Protection Company™

**For Immediate Release**

**S. G. Hart & Associates  
Examines the Six Steps to Protect Your Brand Equity  
in Tobacco Reporter Magazine.**

**Ridgefield, Conn., (August 5, 2004)** – S. G. Hart & Associates, LLC, The Brand Equity Protection Company™, examines the steps necessary to build an effective brand equity protection program in the August 2004 edition of *Tobacco Reporter*. Stanley G. Hart, President & CEO of S. G. Hart & Associates, has authored “Six Steps to Protect Your Brand Equity” and talks about the importance of building such a program for companies operating in this unique, global industry.

By asking if a brand-equity protection program has been established, Mr. Hart makes the point that the need for effective brand security is an integral part of today's business environment. In the article Hart says, “the tobacco industry has been a favorite target of counterfeiters and diverters for a number of years. The [industry's] brands carry a high value, have global recognition and have taxes applied to the sale of the product, all attractive attributes for the brand pirate.” Hart adds, “brands are a company's most valuable assets, and all face the risk associated with counterfeiting, diversion, tampering and theft” and therefore must be protected.

The six steps outlined by Hart for building a brand equity protection program includes, 1: Establish Senior Management Ownership; 2: Create a Preliminary Team; 3: Develop an Initial Assessment; 4: Create a Brand-Equity Protection Plan; 5: Establish a Formal Organization Structure and Budget; and 6: Setup Communications Protocols. In commenting on his published work, Hart makes the added point that “setting up a brand equity protection is good business for all companies – not just for tobacco manufacturers – that rely on strong brands to build and sustain revenue in today's highly competitive marketplace.”

**About S. G. Hart & Associates, LLC**

S. G. Hart & Associates, The Brand Equity Protection Company™, is based in Ridgefield, Connecticut, USA. S. G. Hart & Associates is a supply chain security consulting company. S. G. Hart helps global firms realize their full brand equity potential by supporting them in the development and implementation of strategies that protect their global supply chains from disruptions caused by product diversion, counterfeiting, theft and product tampering.



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The focus of the Ridgefield, Connecticut based company is on the global brand owner with an unparalleled commitment to protect the integrity of their brands because no two brand strategies or supply chains are alike.

### **About Tobacco Reporter**

Tobacco Reporter is the only international tobacco trade journal publishing to the industry with a monthly frequency. Tobacco Reporter provides up-to-the-minute news and developments, corporate profiles, a variety of market reports, technology and exclusive features. Tobacco Reporter is available in print or electronic form, and its printed issue is audited twice a year by the internationally acclaimed independent firm BPA International.

Tobacco Reporter has published a monthly Chinese-language edition since 1988. In February 2004, it introduced an annual Chinese directory of tobacco goods and services, ChinaDirect.

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