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Decoding the Future

WELCOME!

BREAKAWAY ROOM 2



Melissa Morris

Ambush or Authentic?

Managing Online Reputation in the Creator Economy



Picture this...





Understanding the Creator Economy

What is the Creator Economy?

- ▶ YouTube, TikTok, Instagram, Substack, Patreon, Twitch
- ▶ 300 million active creators worldwide
- ▶ Industry valued at USD250 million – projected to double to USD480 BILLION by 2027

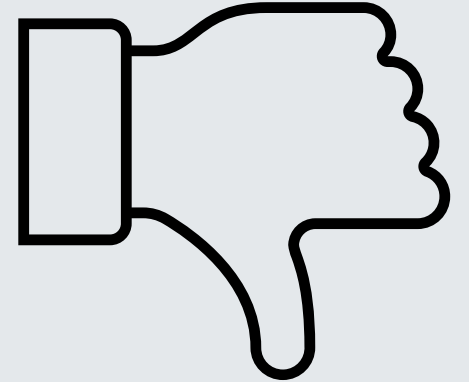


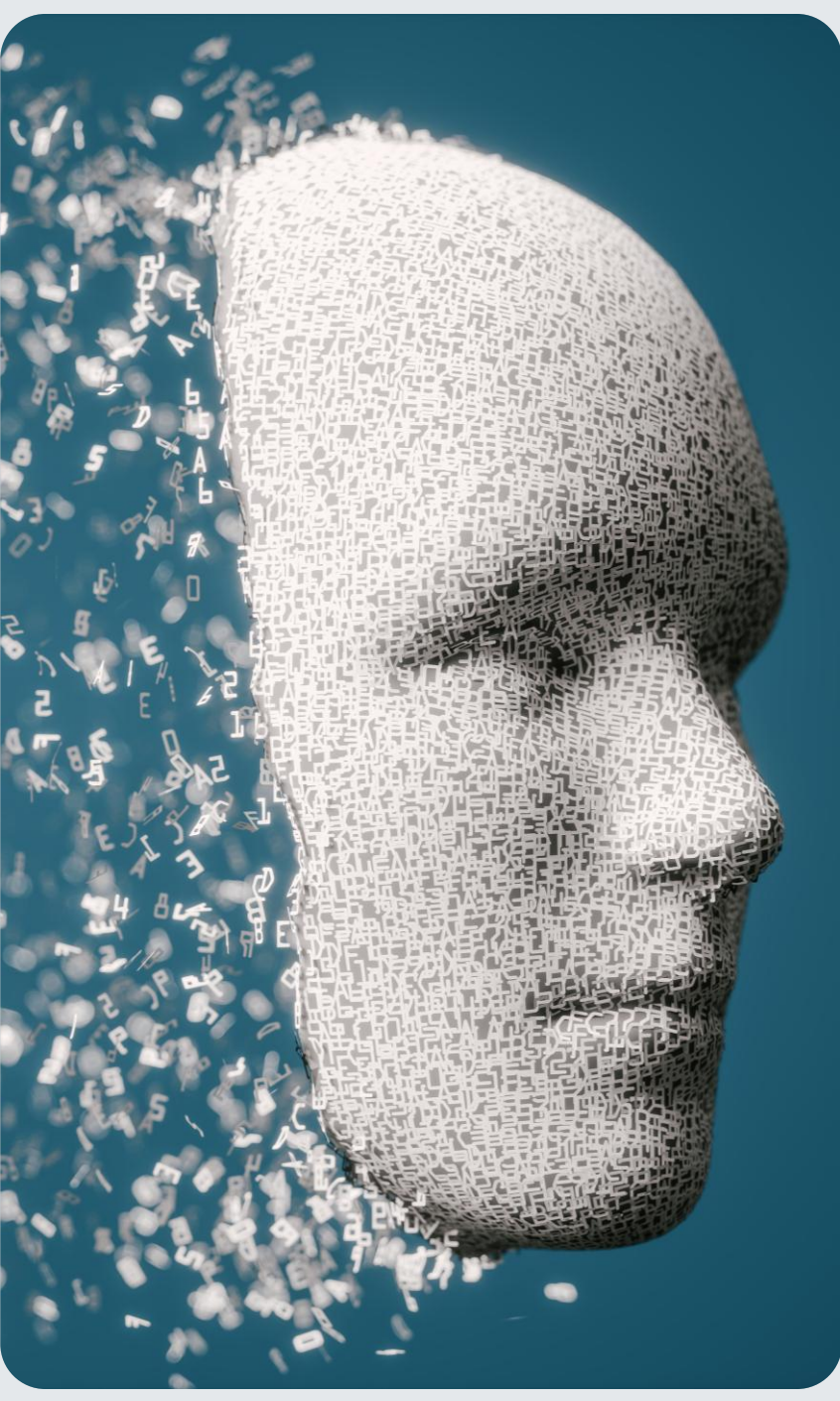
From Ambush Marketing to Ambush Identity

- ▶ Ambush marketing
- ▶ Ambush Identity

Everyday Reputational Damage: The Silent Crisis

- ▶ Bad reviews and review bombing
 - ▶ McDonalds Pennsylvania 2024
- ▶ Out-of-Context Viral Misconceptions
- ▶ Impersonation Accounts & Scam Backlash
 - ▶ Sara Eisen
- ▶ Misleading Headlines & Viral Rumours
- ▶ Algorithmic Amplification of Negativity





Futureproofing Identity in an AI-Driven World

- ▶ Treat Your Identity as a Brand Asset
- ▶ Use Authenticity Markers
- ▶ Monitor your Digital Footprint
- ▶ Build a Rapid Response Plan
 - ▶ Pre-drafted statements
 - ▶ Evidence collection protocols
 - ▶ Platform escalation channels
 - ▶ Takedown mechanisms
 - ▶ Legal Backup
- ▶ Address AI Risk in Contracts

Futureproofing Reputation Management: Reviews, Smears & Coordinated Attacks

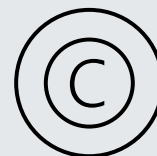
- ▶ Requesting removal of fake or malicious reviews through official platform channels
- ▶ Reporting coordinated review attacks (review bombing)
- ▶ Encouraging verified customers or followers to leave genuine reviews to dilute bad-faith attacks
- ▶ Publicly clarifying misinformation before it spreads
- ▶ Using crisis communication statements
- ▶ Leveraging IP to remove impersonator accounts quickly
- ▶ Engaging professional reputation firms when necessary



A photograph showing a person's hands holding a smartphone. In the foreground, several other smartphones are visible, held by different people, suggesting a group of people using mobile devices. The background is slightly blurred, focusing attention on the phones.

Use IP as a Removal Tool – Not Just a Registration

- ▶ Trade marks, copyright and personality rights are the **fastest, most effective legal tools** for getting:
 - ▶ Fake videos removed
 - ▶ Impersonator accounts shut down
 - ▶ Review bombing addressed
 - ▶ Fraudulent content de-indexed from search
 - ▶ Deepfake pornography taken down
 - ▶ AI clones of your likeness deleted
 - ▶ Scam websites shut down
 - ▶ False endorsements removed





Case in point

- ▶ Alright, alright, alright
- ▶ Identity based trade marks
 - ▶ Name, signature phrases, personal branding and likeness
- ▶ Trade marks – frontline defence

Matthew McConaughey speaks in 2018 in Las Vegas. (Chris Pizzello / Chris Pizzello/Invision/AP)





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THANK YOU