



SUCCESS STORY

Company: Playtika
Products: Mobile and social games
Website: playtika.com

HIGHLIGHTS

A high and growing volume of infringements, appearing in new and unexpected places.

Manual, hands-on detection and enforcement processes before partnering with BrandShield.

Threats appearing across multiple channels, particularly social media, where Playtika's player communities are most active.

Playtika partners with BrandShield to protect its players, safeguard brand integrity, and tackle evolving IP threats across multiple digital channels.

Playtika is a global leader in mobile gaming, delivering rich game experiences enjoyed by millions of players worldwide. Beyond the games themselves, Playtika places a strong emphasis on the social environment surrounding its titles, fostering trust and engagement with its global player community.

As the digital landscape continues to evolve, Playtika faces an ever-growing range of threats, from phishing attempts and impersonator accounts to counterfeit websites and infringing social content. These threats not only put players at risk but can also erode hard-earned brand trust if left unchecked.

THE CHALLENGES

Before partnering with BrandShield, Playtika had to be highly hands-on in detecting and responding to threats. Phishing attempts and impersonators targeting players using Playtika's IP were a constant concern. The team worked tirelessly to identify new infringements as they emerged, a process that consumed valuable internal resources and often meant reacting after players had already been exposed.

"Our players trust us to provide a great game experience - and with that, a great social experience around our games. When infringers target our players using our IP, we step in to stop it." Itai Sela Saldinger, Director of Intellectual Property

Social media, while critical for engaging with players, was also a primary target for infringers. Many operated on multiple platforms at once, making it essential to monitor across all major digital channels to maintain trust and

THE SOLUTION



Playtika evaluated several solutions and chose BrandShield after an extensive testing period. The decision came down to the platform's ease of use and proven results - BrandShield consistently detected and enforced against more infringements than competitors during the trial period.

"We tested BrandShield and other services. BrandShield found and enforced against the most infringements – and made it easy to access the results." – Playtika Representative

One of the most impactful capabilities was custom tagging and dashboard views. Playtika requested a special view to see tags across all brands, and BrandShield delivered it within weeks. This customization has made tracking and prioritizing infringements far more efficient.

With BrandShield managing enforcement, Playtika's internal teams have more time to focus on other priorities. The regular reports and review meetings ensure everyone stays aligned and that objectives are consistently met.

HIGHLIGHTS

A brand protection platform with proven detection and enforcement capabilities.

Custom dashboards and tagging tools to track infringements across all brands.

A dedicated enforcement team to manage takedowns and free up Playtika's internal resources.



THE RESULTS

BrandShield's proactive monitoring and enforcement have significantly improved Playtika's ability to protect its IP and maintain brand trust. The platform has uncovered threats in places the team had never thought to look, adding an extra layer of security to Playtika's brand protection strategy.

By automating monitoring, centralizing reporting, and handling enforcement directly, BrandShield has helped Playtika transition from a reactive to a proactive brand protection strategy. This shift has strengthened player trust and freed up valuable resources for the company to focus on what it does best – creating exceptional gaming experiences.

HIGHLIGHTS

Increased takedown success rates across all monitored channels.

Fewer complaints from internal teams and players about infringements found online.

Discovery of infringements in unconventional places, such as event organizing platforms and entertainment websites.



BrandShield uncovered infringements in places we never thought to look. That's been a huge advantage for protecting our brands."

Itai Sela Saldinger | Senior Director, Legal – IP/AI Counsel