

## Madonna: A Megashow In Brazil And Its Impact On Official Product Merchandise

Montaury Pimenta, Machado & Vieira de Mello

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**Brazil** | May 2 2024

Next May 4<sup>th</sup>, the world-famous pop queen Madonna will perform on Copacabana beach – Rio de Janeiro, for a historic concert that, according to estimates, should attract 1.5 million spectators to the venue.

In addition to attracting a crowd with her music and breathtaking performances, an event of this magnitude also creates a whole universe of officially licensed products that fuel the passion of her fans, whether directly through the singer's business team or through licensees, representing a lucrative opportunity for the legal businesses of official products, such as perfumes, t-shirts, bags, among others.

In the case of one-off events like this historic concert, officially licensed items often become collectors' items, further increasing their value over time.



<https://shop.madonna.com/collections/the-celebration-tour>

One of the strategies used by renowned artists to increase success and revenue is registering their name as a trademark, as well as other distinctive signs associated with their image and activity. In Madonna's case, the singer is the owner of several trademarks registered with the Brazilian Trademark Office "INPI" at least since 2010, to identify a wide range of products, such as perfumes, bags and clothing items.

The sale of officially licensed products provides fans with a guarantee of authenticity, quality, and durability of the products. T-shirts, perfumes, posters, and a variety of exclusive products are made available in partner stores and authorized points of sale during Madonna's concerts, offering fans a complete experience and the opportunity to take home a genuine souvenir of their idol.

On the other hand, even before Madonna takes the stage, the illegal market for unlicensed products is already in full swing. Since the confirmation of the concert, it is possible to find a variety of counterfeit and unofficial merchandise, from t-shirts and caps to pirated albums and counterfeit collector's items - fans often face a huge number of options, attracted by the promise of lower prices and differentiated products. However, dubious quality and the lack of guarantee of origin often leave consumers vulnerable to fraud.

The battle between the legal and counterfeit markets continues, with consumers facing ethical and practical choices when deciding how to support their favorite star, the quality and durability of official products, and the proper collection of taxes from legal sales.

**Montaury Pimenta, Machado & Vieira de Mello** - Pablo Torquato

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