



client notice



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Fraud is a critical issue in the management of risk. At Sedgwick, we understand the importance of being proactive in identifying new fraudulent trends that may adversely affect our clients.

We have identified a new viral video that has created a possible risk for our clients in the grocery, convenience store, restaurant, and retail sectors. The video and others like it feature what has been dubbed “gallon smashing” – pranksters deliberately smashing gallons of milk and juice onto the floors and aisles of a supermarket while pretending to slip and fall in an attempt to get a reaction from nearby witnesses and store employees. One such “gallon smashing” video on YouTube was viewed more than 3 million times in less than a week. The original posters’ video has been pulled from YouTube, but others have uploaded it elsewhere. An example of one of these videos can be found [here](#).

A copycat pattern has emerged where individuals videotape themselves carrying out the same acts seen in the original video and posting them online. An alleged copycat gallon-smashing incident in Utah last week led to disorderly conduct charges for 10 juveniles. Another such incident this week in a Sedgwick client’s retail store resulted in four intentionally spilled gallons of milk, a broken wine rack, and criminal charges for the two young perpetrators.

Sedgwick has discovered several of the main websites sharing these videos and will continue to monitor these and similar sites. We will also continue to review the data in our systems relative to any claims reported that appear to be the result of this viral video. Should a claim be determined to contain aspects of fraud and meet the state’s requirements for fraud referral, we will assist in filing these claims to the full extent of the law.

Our team of fraud experts has prepared the following recommendations for our clients in the event of a suspected staged accident. The information gathered at the time of the initial incident is critical for any investigation that may arise out of a fraudulent event such as this.

1. Gather as much personal information from the subject as possible, including his/her contact information and cell phone numbers. Should the subject be a minor, obtain parental contact information.
2. Obtain information from any and all witnesses, including their contact information and a detailed account of exactly what they witnessed.
3. Advise the involved parties that a claim is being filed.
4. Ensure that store video or photos are available for use if needed.
5. When reporting a claim, identify this as a possible gallon-smashing copycat claim. This will allow us to track these across our customer base.

Schemes like this are among the many challenges our retail clients face in today's complex environment. With proper planning, communication, and teamwork, Sedgwick is committed to delivering the highest level of service and helping our valued clients mitigate the related risks.

Should you have any questions about this scheme, please contact your Sedgwick client services representative.