

THE IMPORTANCE OF BRAND SAFETY AND BRAND SUITABILITY

GROWTH MARKETING -
TULEVAISUUDEN YLEISÖT 27.10.2021

WHY? BECAUSE CONSUMERS CARE

73%

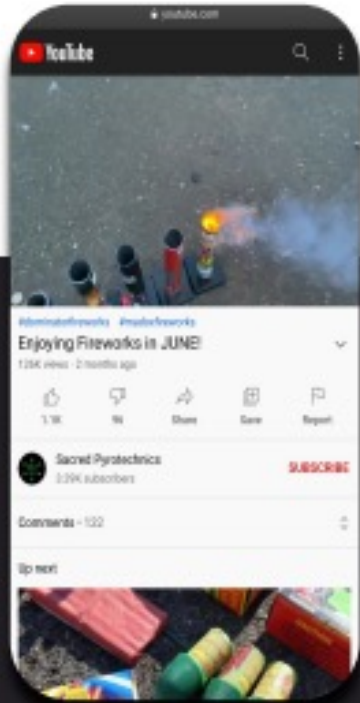
of consumers would be more likely to buy from brands whose ads are relevant to the content they're consuming on YouTube.



WHAT DO WE MEAN WHEN WE SAY...?

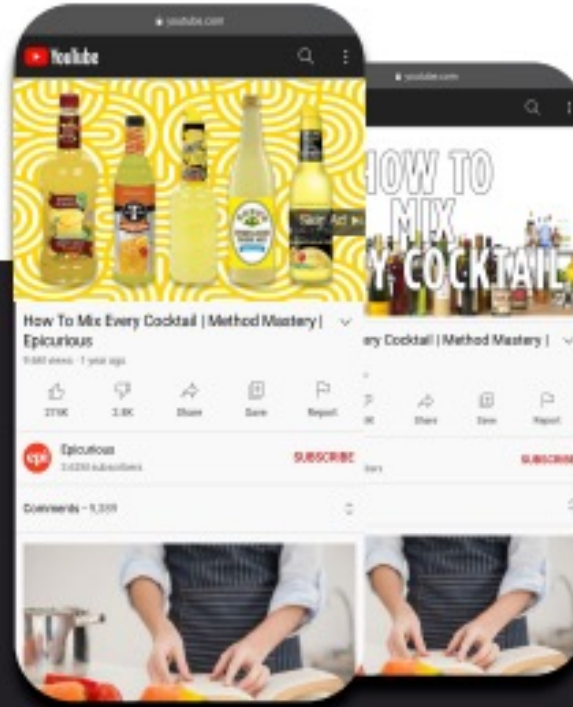
Brand Safety

A set of measures that aim to help brands avoid content that people universally agree should be blocked. 90% of people tell brands to stay away from inappropriate content



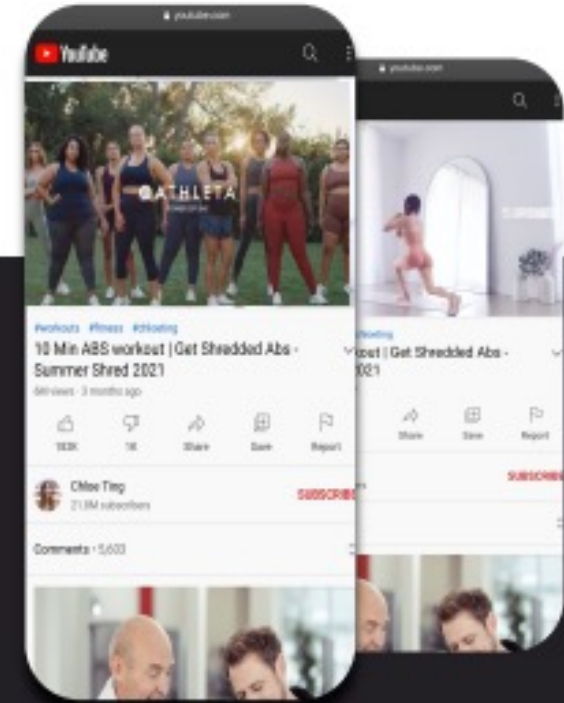
Brand Suitability

Customized brand safety for a brand that aligns with their goals and values. Eg. Some brands want to avoid curse words, while others do not mind.



Contextual Alignment

Running ads next to the most relevant and aligned backdrop for the brand. Eg. Auto insurance on car test drive videos.



¹ [TAG/BSI Consumer Brand Safety Survey, 2019](#)

¹ [The IAB Europe Guide to Brand Safety & Suitability](#)

LET'S PLAY A GAME OF

Channel Factory
Idol

HERE IS HOW IT WORKS

You are the judges

We will show you 2 videos that you will have to deem suitable or unsuitable.
For videos please assume the role of the client.





SUITABLE OR UNSUITABLE?



Baby shark,



SUITABLE OR UNSUITABLE?

CHANNEL FACTORY KNOWS HOW TO REACH KIDS ON YOUTUBE, SAFELY



Content examples



Safe Kid's Games



Kid's Music & Ed



Nursery Rhymes



Kid's Craft

Audience Demos



Parents Co-Viewing
with kids

0-3
Toddlers

4-8
Young Kids

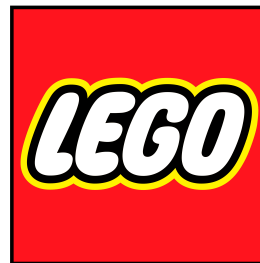
9-12
Older Kids



Tween/Teens

13+
Kids

BRANDS WE WORK WITH



UNINTENTED CONSEQUENCES



VIEWABILITY







SUITABLE OR UNSUITABLE?

CONSCIOUS

Do you know who you sponsor?

YOUTUBE DELIVERS HUGE SCALE FOR ADVERTISERS

YouTube is the number one video platform with 2 billion monthly active users watching millions of channels and billions of videos across thousands of topics.

500

hours of content are
uploaded every minute

hours
/min



Measurement
Program

GLOBAL PRESENCE WITH LOCAL KNOWLEDGE.

CHANNEL FACTORY ENABLES THE WORLD'S TOP BRANDS TO
CONSCIOUSLY CONNECT WITH THE RIGHT AUDIENCE IN THE RIGHT
CONTEXT **MAXIMIZING SUITABILITY** AND **CONTEXTUAL PERFORMANCE**

A person stands on a paved road that stretches into the distance under a twilight sky. The person, seen from behind, holds a flashlight high in their right hand, creating a bright beam of light that points towards the top of the frame. The road is flanked by green fields, and the overall atmosphere is contemplative and hopeful.

THE HALO EFFECT & THE FLIPSIDE

MISALIGNED CONTENT ERODES IMPACT OF HARDWORKING ADS

PURCHASE INTENT



Impact on purchase intent diminishes when the ad appears next to misaligned content

BRAND I RESPECT



Brand respect takes the biggest hit

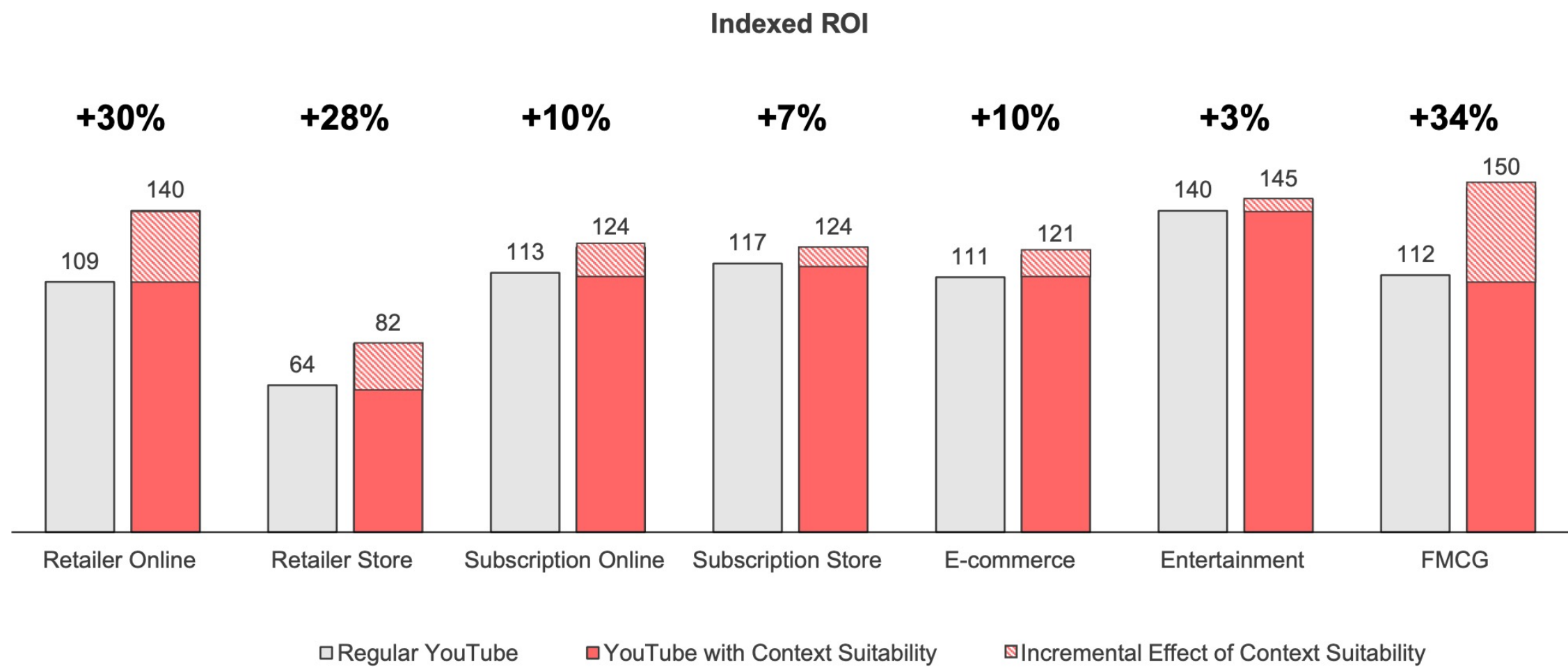
BRAND IS HIGH QUALITY



Brand quality goes down in the eyes of Consumer



The value of context suitability is on average +17%



USE DATA **TO BUILD SUITABILITY**

1. *TAKE A LOOK AT THE PLACEMENT LEVEL WHERE THE ADS HAS BEEN RUNNING*
2. *ANALYZE. DO YOU WANT TO CONTINUE OR MAKE CHANGES*
3. *USE TOOLS JA SERVICES TO PROPER ALINGMENT*
4. *DO NOT OVER INDEX ALGORITHMS BE ACTIVE*

THANK YOU

For any additional information please
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