



BRAND SAFETY BEST PRACTICES IN 2020 AND BEYOND

HISTORY OF BRAND SAFETY

Content Types That Marketers Want to Avoid the Most Have Changed Over Time

2013

1. Malware
2. Spam
3. Adult Content

2018

1. Adult Content
2. Extreme Violence
3. Hate Speech

BRAND SAFETY TODAY

Cisco pulls ads from YouTube for "brand safety" ©CBS NEWS

Google's brand safety crusade hits setback as Mars pulls YouTube advertising The Drum.

Brand Safety Concerns Come to Twitter as Ads Run on Profiles Selling Illegal Drugs ADWEEK

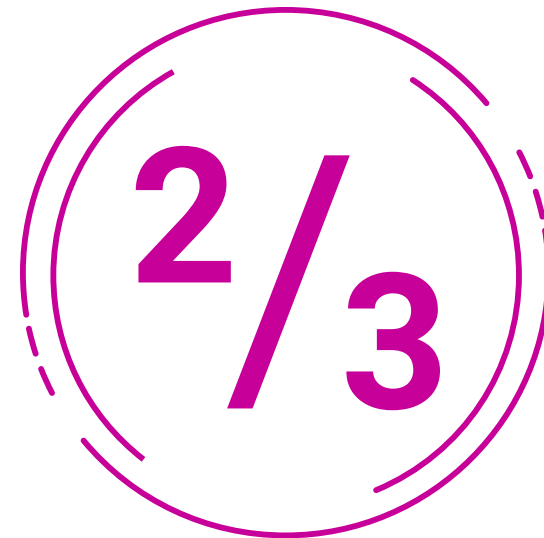
P&G SLASHES DIGITAL ADS BY \$140M OVER BRAND SAFETY. SALES RISE ANYWAY AdAge

Unilever tells Facebook and Google to clean up online 'swamp' or it will pull ads

USA TODAY



87% of consumers feel that brands bear responsibility for ensuring their ads run adjacent to content that is safe.



2/3 of consumers would be likely to stop using the brand/product if they viewed the brand's digital ad next to false, objectionable or inflammatory content, and 67% would no longer be brand loyal.

What is Brand Safety?

Controls that companies in the digital advertising supply chain employ to protect brands against negative impacts to the brand's consumer reputation associated with specific types of content and/or related loss of return on investment.

But, No One Size Fits All

Anatidaephobia - The Fear That You are Being Watched by a Duck

BRAND SUITABILITY:

Not right for a specific brand

There are some phobias out there that may seem humorous at first, but for those who suffer from them on a daily basis, they are no laughing matter. Such is the case with anatidaephobia. Anatidaephobia is the fear that at any point, somewhere in the world, a duck or goose may be watching the person who is suffering from the phobia.



The person is not necessarily afraid that the duck or goose will attack them or even touch them. They only fear that the animal is

BRAND SAFETY:

Content most brands Would want to avoid



BRAND SAFETY: 2020 AND BEYOND



Customizable Brand Safety and Suitability That Aligns With Brand Values



Detailed Understanding of Content and Environment



Omni-channel Protection & Transparency



Brand Safety- Not Just for Text



Brand Safety Tools That are
Good for Everyone



Accurate Beyond the Keyword

Brand Safety Checklist

- ✓ Define what brand safety means for you
- ✓ Employ reputable partners and premium inventory
- ✓ Ensure protection throughout the transaction
- ✓ Use insights to monitor campaigns in real-time
- ✓ Leverage objective, third-party data providers

DV powers the new standard of marketing performance, giving advertisers clarity and confidence in their digital investment.



Fully viewed, by a real person, in a brand safe environment, in the right geo



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