

MMA | WEBINAR SERIES

Brand Safety



The Brand Safety Institute (BSI) is MMA's Partner on Brand Safety supporting one another with creating brand safety thought leadership, tools, and training.



MMA WEBINAR SERIES
Brand Safety

In partnership with:



15+

BRAND SAFETY EXPERTS



BRAND SAFETY ADVISOR

5 WEBINARS

9 CHAPTERS

LEADING MARKETERS TO BRAND SAFETY EXCELLENCE

What is Brand Safety, why does it matter, and who are the stakeholders involved?

Wednesday, August 25, 2021,
11:00AM TO 12:00PM EDT

Determine Your Brand Safety Standards, Exploring Brand Safety vs. Suitability

Wednesday, September 15, 2021,
11:00AM TO 12:00PM EDT

Brand Safety Tool and Vendor Management Best Practices, Resources & Budgeting for Brand Safety

Tuesday, October 26, 2021,
11:00AM TO 12:00PM EDT

Brand Safety Incident Management, Governance, and Performance Management

Wednesday, November 17, 2021,
11:00AM TO 12:00PM EST

The Impact and Future of Brand Safety: What Should You Lookout for?

Wednesday, December 8, 2021,
11:00AM TO 12:00PM EST





Today's Agenda

Opening Remarks

About MMA, Webinar Series Background & Context



Greg Stuart,
CEO, MMA Global



Strategy Guide

Brand Safety Strategy Guide: Defining Brand Safety and Why It Matters



Terri Schriver,
Bank of America
SVP of Enterprise
Media



Lauren Radcliffe,
SVP, Marketing, A
Place for Mom



Louis Jones, Brand
Safety Officer, Brand
Safety Institute



Twitter's Take

Twitter's Views on Brand Safety and the Actions They are Taking



JP Maheu,
VP of Client Solutions, Twitter



Concluding Remarks

Q&A + Overview of The Brand Safety Institute



Mike Zaneis, CEO,
Trustworthy Accountability
Group
& Co-Founder, BSI





MMA is the Global Industry Association for Marketing

Started in 2003; turned around in 2013

Operations in 15 countries

Marketer led; plus media sellers, tech and agencies





55+ team worldwide

25+ conferences in 15 countries




EMEA

-  France
-  Germany
-  Middle East
-  South Africa
-  Spain
-  Turkey
-  United Kingdom

LATAM

-  Mexico
-  Brazil
-  Colombia
-  Argentina

APAC

-  China
-  Vietnam
-  India

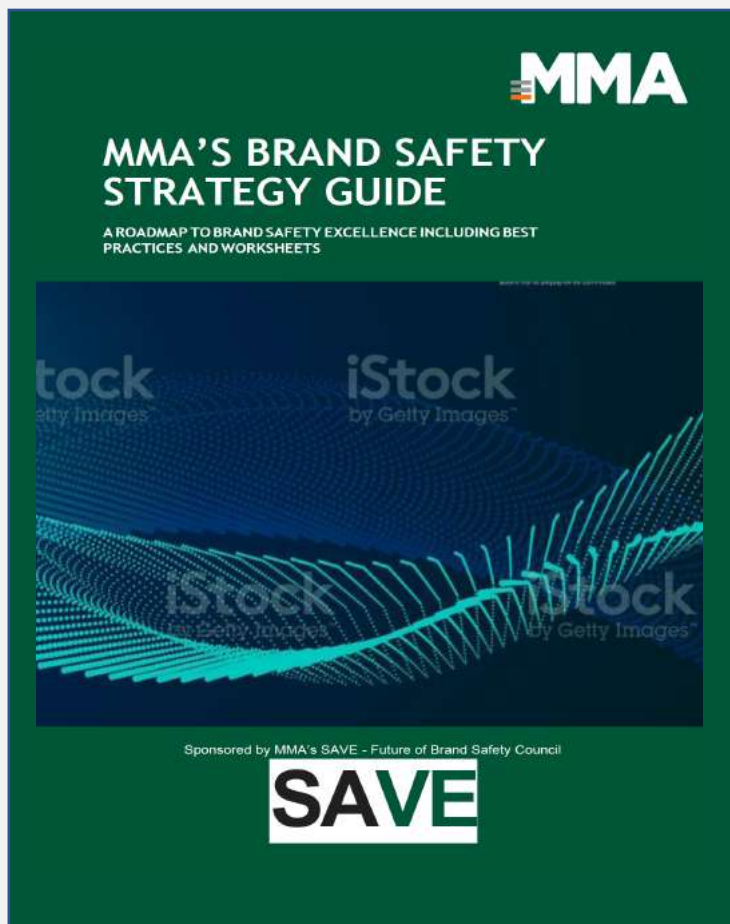




MMA is 800+ Members Strong

MARKETERS, AGENCIES, MEDIA SELLERS, TECHNOLOGY & SOLUTION PROVIDERS

The Brand Safety Strategy Guide & Webinar Series



Brand Safety Guide

MMA Global and brand leaders have created a Brand Safety Strategy Guide and an educational series intended to support marketers deepen knowledge and create a corp. strategy on brand safety and formulate proactive responses to them using peer-to-peer best practices and practical worksheets.

COMING SOON!

Webinar Series

The webinar series will help marketers digest the different components of the guide over a series of 5 presentations around the 9 chapters, presented by the brand leaders that created each chapter.

Practical
worksheets



Leadership & Partners

SAVE's Program Chairs & Expert Advisors

- Terri Schriver – SVP Enterprise Media and Brand Safety Exec, Bank of America
- Lauren Radcliffe, SVP Marketing, A Place for Mom
- Andrew Stephen, Assoc. Dean of Research and L'Oréal Professor of Marketing at Oxford University
- Joshua Lowcock, UM Worldwide – Brand Safety Expert & Advisor

SAVE's Content Leads

- Brian Pokorny, MolsonCoors
- Cathy Hoag, Marriott International
- Shani Belisle, AT&T
- Bryan Steele, General Motors
- Jessica Ruscito, CVS Pharmacy Inc
- EJ Conlin, Travelers

Partners

- Twitter: The Brand Safety Technical Advisor
- The Brand Safety Institute (BSI) is MMA's Partner on Brand Safety supporting one another with creating brand safety thought leadership, tools, and training to disseminate to MMA members and the public. Louis Jones as moderator.

<https://www.brandssafetyinstitute.com/>

Member Participants





The Strategy Guide



Terri Schriver,
SVP of Enterprise
Media, Bank of America



As the leader of Bank of America's brand safety practice, Terri focuses on protecting the bank's customers, brand and investment in the media ecosystem.



Lauren Radcliffe,
SVP, Marketing, A Place
for Mom



Lauren leads A Place for Mom's critical focus on helping the families it serves overseeing the brand communications strategy, advertising, media, customer segmentation and new business development teams.



Louis Jones
Brand Safety Officer,
Brand Safety Institute



Louis' 30+ year career been focused on pushing has pushed for strategic impact, innovation and success through growth.

When did “Brand Safety” become top of mind for your marketing team?

Last 6
months?

Last year?

5 years?



Brand Safety Strategy Guide: Brand Safety and Why it Matters

Defining Brand Safety

Brand safety refers to controls, best practices, techniques, and tactics that brand marketers use to protect their reputation and maintain trust among consumers by avoiding adjacencies to specific types of extreme, provocative, hate-filled, or non-brand compliant content.

The Bottom Line: Brand Safety Matters

Activate brand safety efforts in your organization to help minimize brand risk and safeguard media investment. These efforts will complement and enhance ad verification for brand alignment, viewability and transparency. They will also contribute to third-party vendor compliance and remediation initiatives.



**This guide is a critical
resources for marketers to:**

Create a brand safety strategy and
implement it

Refine, adjust, and evolve an existing
strategy

Establish baselines, protocols, and
gather lessons learned

Share best practices and actionable
insights with their organization

How Much Do You Currently Manage Ad Placement with Regards to Misinformation Publications/Content?

We Have Strict Protocols in Place to Prevent Placement on Misinformation Sites/Content

We Have Recently Refined our Ad Placement Parameters and Processes to Avoid These Placements

We Have Limited (if any) Protocols or Guidelines in Place to Avoid These Placements

Brand Safety's Role in Trust and Misinformation

By the Numbers

\$1.62 billion

In the US, \$1.62 billion of digital programmatic ad spend in 2021 will go to misinformation websites

Over 1,000 brands ran ads alongside election misinformation

1,000

70%

Nearly 70% will likely stop using a brand's product if viewed next to false, objectionable, or inflammatory content

87% of consumers feel brands are responsible for ensuring appropriate adjacencies

87%

All it takes is one cringe-worthy instance of showing up next to questionable content to tarnish your brand reputation and damage consumer trust.

The screenshot shows a news website with the headline "THE CORONAVIRUS VACCINE AS A SOURCE OF DANGEROUS INVASION" dated February 28, 2020. The image shows several vials of vaccine. To the right of the headline is an advertisement for AARP, which includes the text "Access to Finance Tools & Travel Guides" and "Only \$12 your first year with auto-renewal". Below the headline is another article titled "PANIC WILL END BUT TYRANNY WILL NOT" with a 5-star rating and 9 votes. The image shows a group of police officers in riot gear. At the bottom right, there is an advertisement for MADE.COM with the text "AKTION" and "JETZT SHOPPEN".



Things to Keep Top of Mind

Determine Risk Tolerance

It's helpful to view brand safety on a continuum as you build a strategy to mitigate risk and assure preparedness not only for incident situations, but over the longer term.

Don't Forget Your Purpose

It's not just about what content is safe—marketers must determine what's suitable based on alignment to a brand's purpose.

Safety vs. Suitability

If a marketer's brand mission is aligned with sustainability and it takes a position on a specific issue in the public domain and is subsequently called out for that position, it needs a protocol for how to handle such a situation.

The Tech

The infrastructure that enables the delivery and placement of ads and content includes ad networks and exchanges, agency specialists, publisher platforms, data analytics, and other types of providers that must be considered within the context of brand safety.



Brand Safety Stakeholder Roles & Responsibilities

The Identification Process

Start with internal stakeholders and identify the individuals and teams who should be responsible for, engaged with, and/or consulted on brand safety.



After you consider internal stakeholders, then identify external partners, experts, and consultants.



Assign clear roles, responsibilities, and accountability along the lines of a RACI model (Responsible, Accountable, Consulted, and Informed).

Key Points to Consider

1

You will need an operating or governance model to organize and bring disparate groups of people together. These individuals must have clear roles and responsibilities.

2

Identify an individual in charge of this group—most likely the person who oversees your brand’s paid media investment.

3

Ensure internal oversight of the process and ongoing engagement WITH agency partners.

Where to Bucket Your Stakeholders





How Should The Team Be Led?

1

Lead with a growth mindset

3

Evangelize beyond leadership team and establish clear communication channels for when problems arise

2

Core team should enable leadership team to stay involved and connected

4

Make brand safety a central part of all end-to-end operations



Key Takeaways

If marketers fail to implement a strategy, they risk eroding consumer trust and face diminished brand equity and customer lifetime value

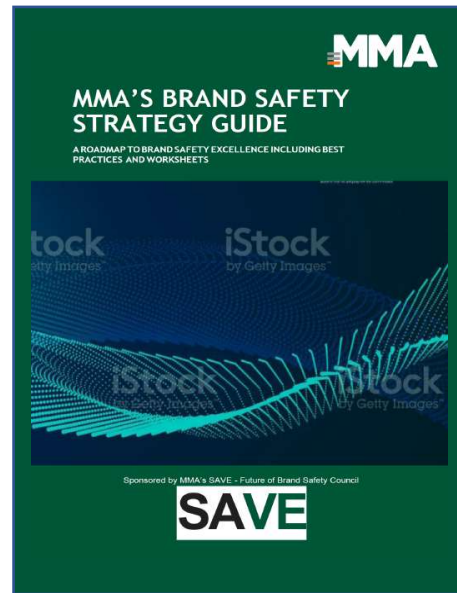
1

Understand the context and origins of “brand safety” and why it’s important

2

Develop a working definition of what brand safety means in your organization

3



4

Identify the right internal and external stakeholders, create lines of accountability

5

Stakeholder roles and responsibilities are based on your business model; each marketer is different

6

Don't outsource issues to partners; internal accountability is critical, particularly in the event of a brand safety incident

Q&A



Worksheet: Responsibility Assignment Matrix

Identify all the activities (or tasks, objectives, etc.) related to your brand safety efforts and list them on the left-hand side of the matrix. Identify all your internal and external brand safety stakeholders and list them along the top of the matrix.

	Stakeholder 1	Stakeholder 2	Stakeholder 3	Stakeholder 4
Action 1	R	A	C	I
Action 2				
Action 3				
Action 4				

The goal of this exercise is to think through the most appropriate internal and external stakeholder responsibility for each brand safety activity

Twitter's Perspective on Brand Safety



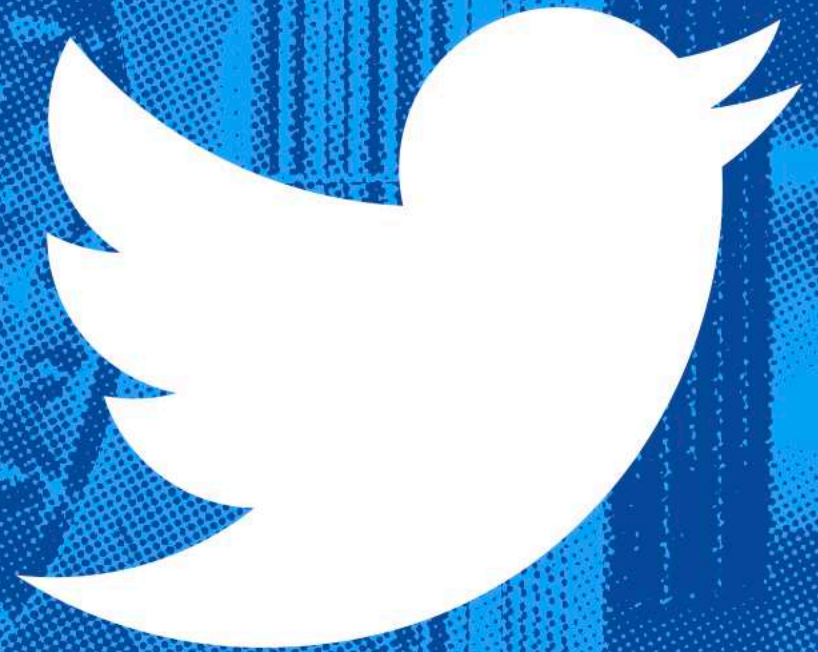
Jean-Philippe (JP) Maheu
VP of US Client Services at Twitter

Jean-Philippe (JP) Maheu is the VP of US Client Services at Twitter, where he leads Twitter's relationships with its top marketers and manages a team of industry & regional leaders.

Prior to this role, JP launched the Global Brands team at Twitter and led the global expansion of Twitter Brand Strategy and Agency Development teams.

Maheu joined Twitter in 2013 through the acquisition of SocialTV analytics company Bluefin Labs, where he was CEO. Under JP's leadership, Bluefin achieved remarkable sales traction with leading brands and strengthened its market leading position.

**Twitter's
commitment
to brand
safety**





Twitter Safety ✓
@TwitterSafety



Twitter's purpose is to serve the public conversation. Violence, harassment and other similar types of behavior discourage people from expressing themselves, and ultimately diminishes the value of global public conversation.

12:01 PM • 6 Jun 2019

115

85

271





Olúwatósìn Olaseinde
@tosinolaseinde



I know Twitter isn't perfect but I really enjoy engaging with some of us here. Thank you for the wits, humor, energy, content etc. Thank you

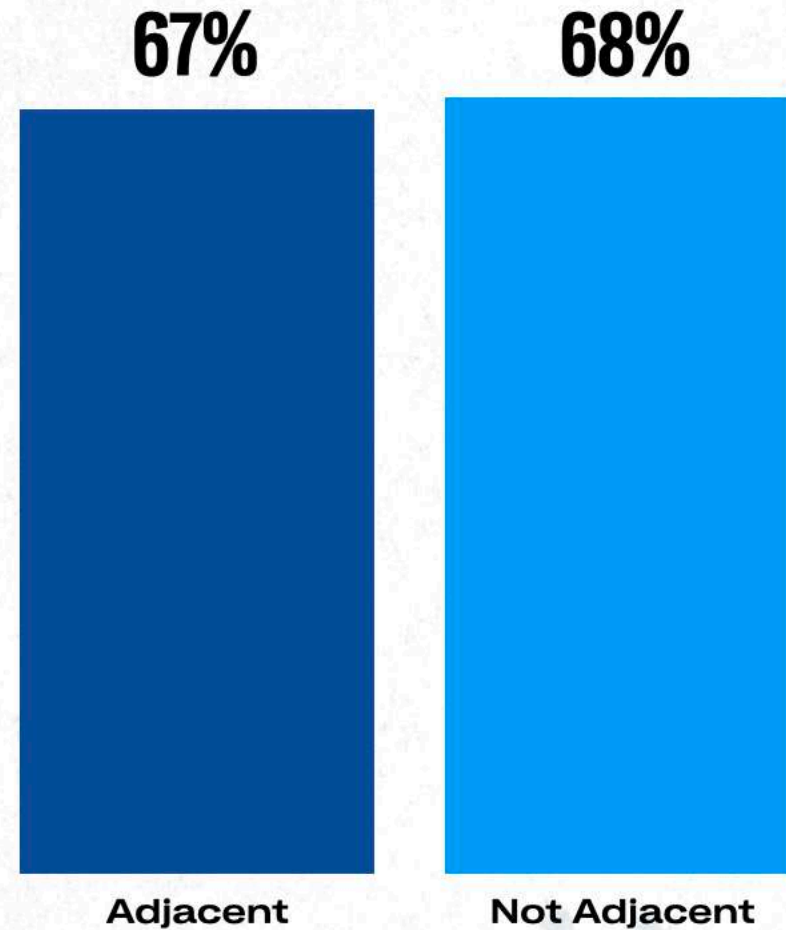
6:02 PM • May 25, 2021





Research shows brand favorability is unaffected by divisive content

% Average Results for Favorability across all 5 categories of divisive content



Source: The Impact of Content Adjacency, commissioned by Twitter and conducted by EyeSee in the U.S. in Q3-Q4 2020, Favorability - Adjacent n = 23166, Favorability - Not Adjacent n = 2332. No statistically significant difference observed.

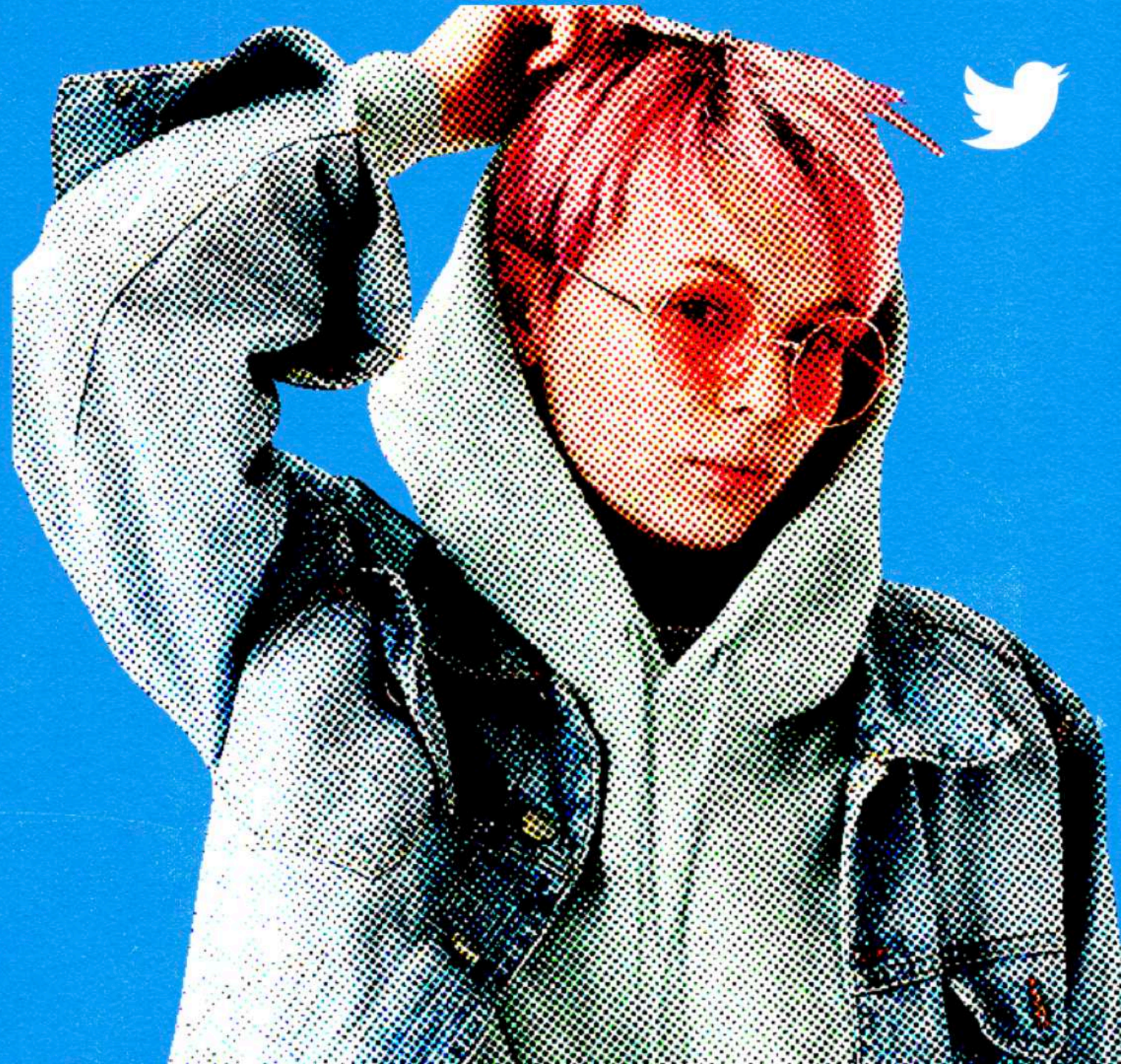


BRAND

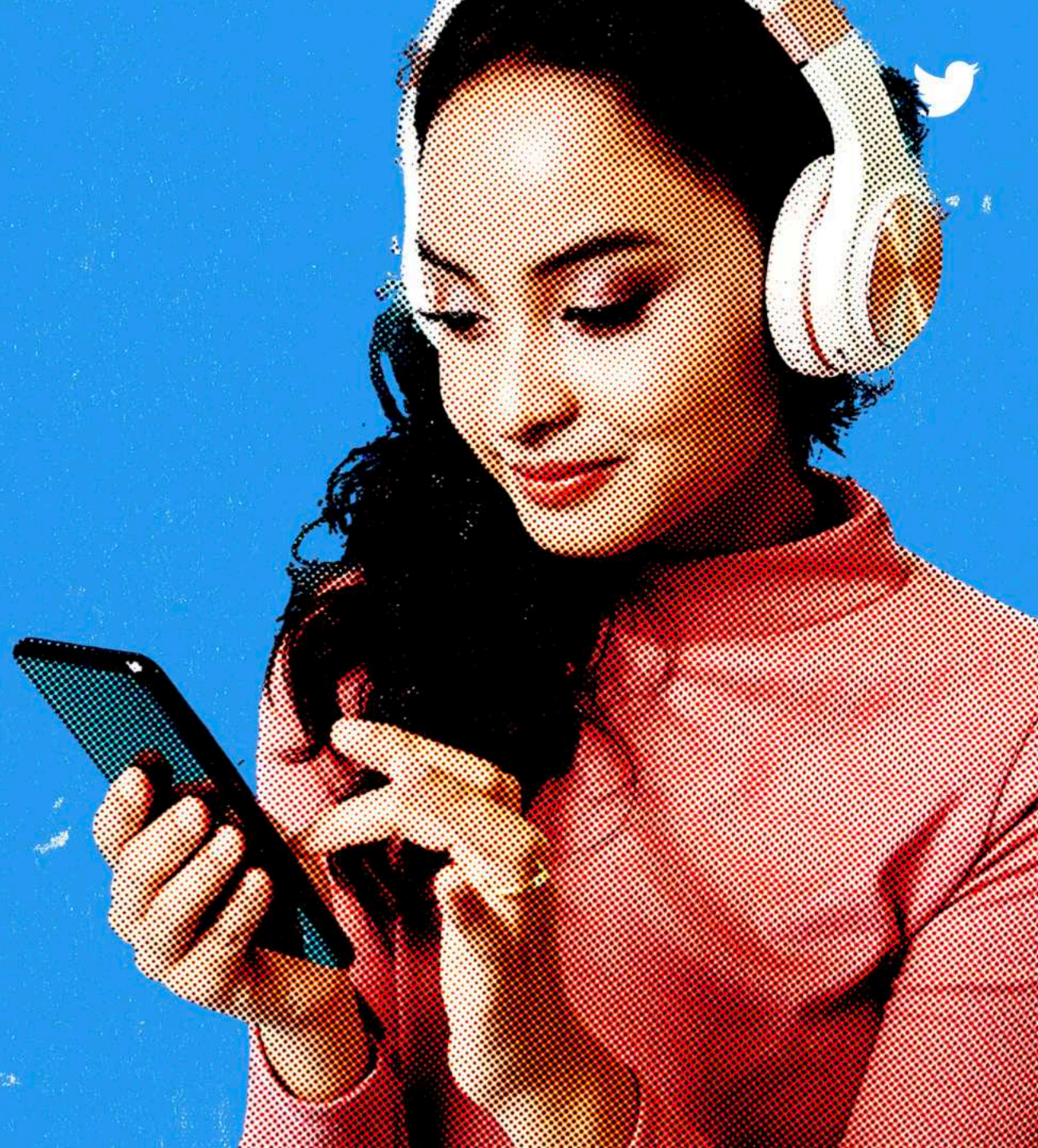
**Brand safety
isn't only
about brands.
It's also about
people.**



**Putting
people at the
center
changes
everything.**



Policies
Products
Partnerships



Policies
that lead.



MARKETS

BUSINESS

INVESTING

TECH

POLITICS

CNBC TV

WATCHLIST

PRO

TECH

Twitter bans political ads after Facebook refused to do so

PUBLISHED WED, OCT 30 2019-4:05 PM EDT | UPDATED WED, OCT 30 2019-5:50 PM EDT



Lauren Feiner
@LAUREN_FEINER

SHARE

KEY POINTS

- Twitter will no longer allow political ads on its website, CEO Jack Dorsey announced Wednesday.
- Facebook, by contrast, recently said it would not fact-check or remove ads placed by politicians.
- Facebook's decision has sparked backlash from lawmakers and employees.

**Policies
that lead.**

injecting into you though.....

naturalblaze.com/2021/01/not-bo...

#AI #5G #Cyborg

#ArtificialIntelligence #COVID19



**Get the facts about
COVID-19**

Help keep Twitter a place for reliable info.
Find out more before sharing.

[Find out more](#)



Retweet



Quote Tweet

Cancel



CIESTI
POLICIE
AD#POL
LEAD
HATLEA
ESTHAT

**Policies
that lead.**

 **Transparency**



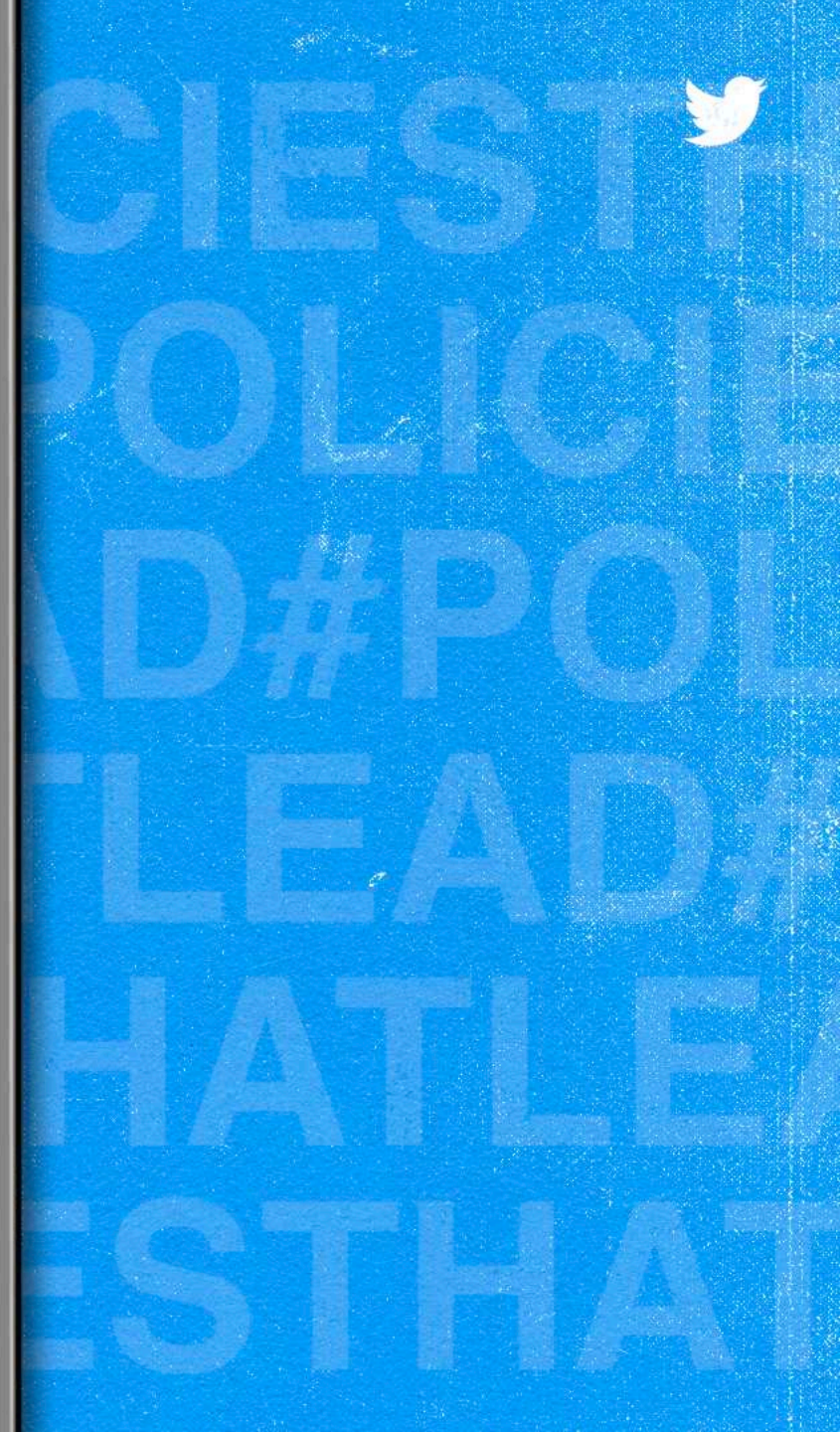
Twitter

is committed to the open exchange of information.



Visualizing:

Copyright Notices - takedown notices (2012 - 2020)



**Policies
that lead.**



Twitter Safety ✓
@TwitterSafety



Our hateful conduct policy is expanding to address dehumanizing language and how it can lead to real-world harm. The Twitter Rules should be easier to understand **so we're trying something new and asking you to be part of the development process.** Read more and submit feedback.



Update

twitter.com
Creating new policies together



CIESTI
POLICIE
AD#POL
LEAD
HATLEA
ESTHAT

Products that protect.



Tweet



Hello foodies! Today we're talking with two of the best chefs I know: Thomas [@h_wang84](#) and Cheryl [@cupcakesRDbest](#)

Who can reply?

Choose who can reply to this Tweet. Anyone mentioned can always reply.



Everyone



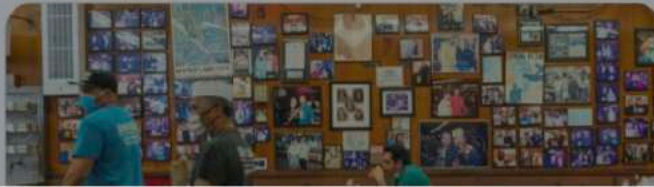
People you follow



Only people you mention



**Products
that
protect.**



Want to read the article first?

You're about to share an article you haven't opened on Twitter.

[Learn more](#)



NYC Restarts Indoor Dining at 25% on Friday, Cuomo...
[bloomberg.com](https://www.bloomberg.com)

 Retweet

 Quote Tweet

Cancel

+33%

**INCREASE IN
PEOPLE OPENING
ARTICLES BEFORE
MAKING THE
DECISION TO
RETWEET**

**Products
that
protect.**

***currently in beta**

Birdwatch Cancel

← **Twitter community** Submit

NOTE: Your contributions will be visible to others in Birdwatch Beta, and publicly visible in the Birdwatch Public Record.

Given current evidence, I believe this tweet is:

Misinformed, or potentially misleading

Not misleading

Why do you believe this tweet may be misleading?

It contains a factual error

It contains manipulated media

It contains outdated information that may be misleading

It is a misrepresentation or missing important context

It presents a disputed claim as fact



Products that protect.

Human reviewers ensure every piece of video content is brand safe before being paired with an ad.



Home

 **The Sandwich Bar**  @TheSandwic... 

Love sandwiches? We've partnered with local farms to bring you the best flavors in San Francisco.

Video will play after ad

 **The Barista Bar**

Ad · 0:15 

 85  480  2,812 

 Promoted



100%

of the 455,000 monetized Amplify Videos reviewed by OpenSlate were above the GARM brand safety floor.



DoubleVerify

**Products
that
protect.**

IAS Integral
Ad Science



Partnerships that drive industry-wide change





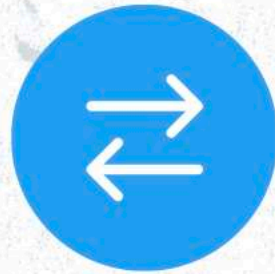
**We are
committed to
the safety of
the people and
brands that
use Twitter.**



Policies that lead



**Products that
protect**



**Partnerships that
drive industry-wide
change**

Q&A



Concluding Remarks



Mike Zaneis
Co-Founder of the Brand Safety Institute

Mike Zaneis is the Co-Founder of the Brand Safety Institute, which is the culmination of a career focused on improving the digital advertising ecosystem.

In addition, he has served as the CEO of the Trustworthy Accountability Group (TAG) since July 2015, leading TAG's efforts to eradicate digital advertising fraud, malware, ad-supported piracy, and to increase transparency across the digital advertising supply chain.

Under his leadership, TAG's programs have proven successful in stopping at least 90% of advertising fraud globally and removing 90% of ads from pirate sites in the United States.

About The Brand Safety Institute

The Brand Safety Institute was founded to professionalize and advance the executive capacity needed at every company in the digital advertising supply chain to protect their brands and the brands they steward through research, accreditation, networking, and education.



Our Mission

STUDY AND RESEARCH

Study and research around the emerging field of Brand Safety and best practices for executives who work in brand protection.

ACCREDITATION

Accreditation of Brand Safety Officers to provide industry recognition for leaders in the field who have achieved expertise in the complicated and quickly-evolving challenges in the space

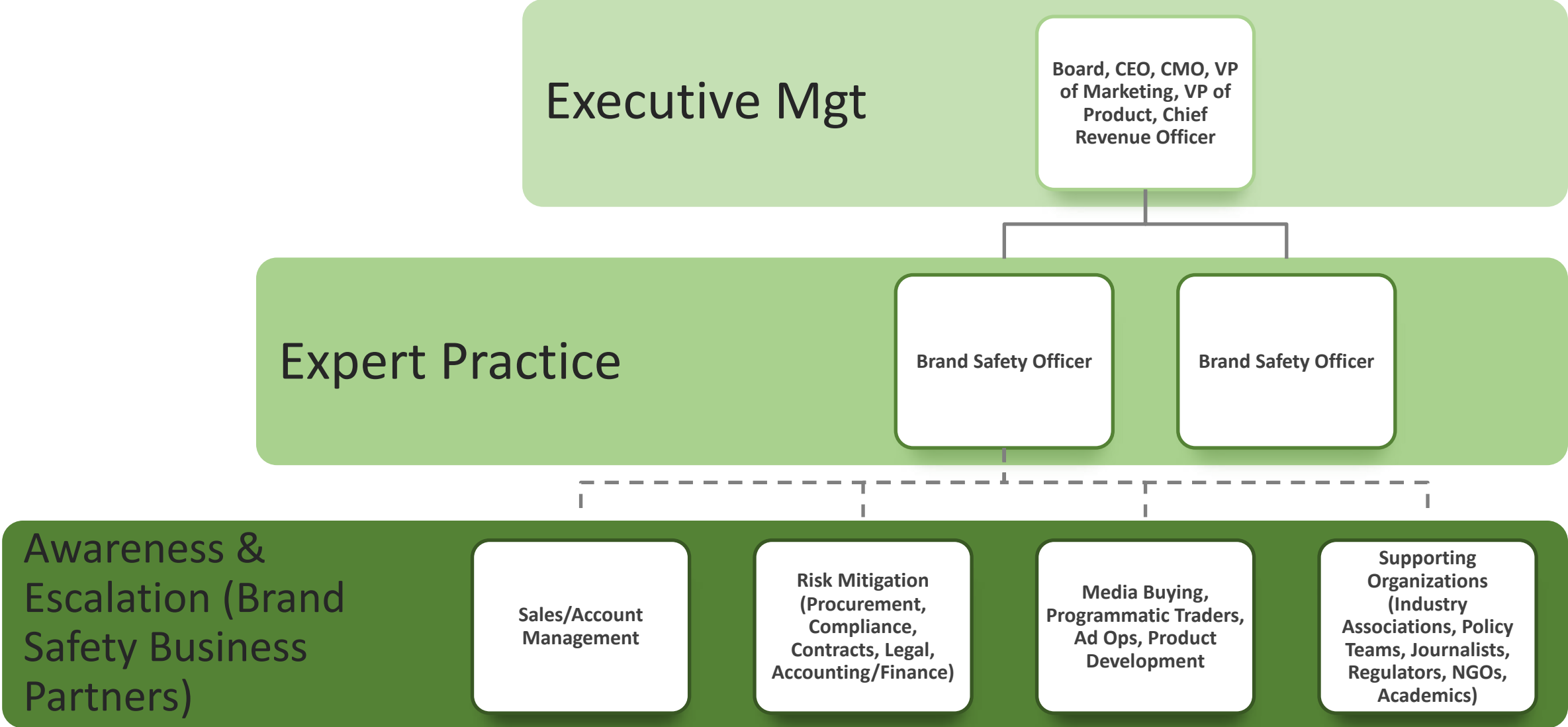
FELLOWSHIP

Fellowship with a large and growing community of other Brand Safety leaders across the industry to network and share knowledge, experience, and best practices.

EDUCATION

Education for brand safety professionals around the tools, tactics, and technologies available to help protect their organization's brand and contribute to a Brand Safe ecosystem.

THREE LAYERS OF BRAND SAFETY



What is a Brand Safety Officer?

- A certified professional who has undertaken education to deepen their expertise in key areas of brand safety
- Is responsible for leading the safeguarding their own firm's brand
- Contributes to the community of BSOs to help safeguard the broader digital ad supply chain.



MMA/BSI Partnership

- Exclusive 25% discount on BSO Certification – CODE: MMABrandSafety
- Launching the Certified Brand Safe Workforce Program for leading brands

Q&A

MMA | WEBINAR SERIES

Brand Safety



Thank You!