

**MMA** WEBINAR SERIES

# Brand Safety

From MMA's SAVE Council



SAVE Partners



Brand Safety Advisor



Session 5 – Dec 9, 2pm ET

**The Impact and Future of Brand Safety: What should you look out for?**



# Today's Agenda for Session 5: The Future of Brand Safety – What should you look out for?

## Opening Remarks (5min)

Background on work, about MMA and recent news

MMA & Webinar Series Context



**Lou Paskalis**  
President & COO,  
MMA Global



## Twitter's Take (20min)

Responsible media investing, leading with policy, protecting with products

Keynote presentation incl. Q&A



**Sarah Personette**  
Chief Customer  
Officer  
Twitter



**Meg Haley**  
Global Head of  
Revenue Product  
Strategy  
Twitter



## Brand Safety Strategy Guide (30min)

Chapter 9 of strategy guide, and consumer research done with Oxord

Panel discussion: Chapter presentation incl. Q&A



**Terri Schriver**  
Brand Safety Executive  
Bank of America



**Joshua Lowcock**  
Chief Digital/Brand  
Safety Officer



## Concluding Remarks (5min)

What's BSI & how can it help you be a brand safety expert

Overview of BSI



**Neal Thurman**  
Co-founder, Brand  
Safety Institute,  
Director, Coalition  
for Better Ads





# 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

MMA is 800+  
Members  
strong





25+  
conferences in  
15 countries

55+ team  
worldwide


## EMEA

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

## LATAM

-  Mexico
-  Brazil
-  Colombia
-  Argentina

## APAC

-  China
-  Vietnam
-  India



# Brand Safety

## LEADING MARKETERS TO BRAND SAFETY EXCELLENCE



In partnership with:



15+ BRAND SAFETY EXPERTS

5 SESSIONS

9 CHAPTERS (55+ pages)

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

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

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

Brand Safety Incident Management, Governance, and Performance Management

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

Today

August 25 2021, 11:00AM EDT

September 15, 2021, 11:00AM EDT

October 26, 2021, 11:00AM EDT

November 17, 2021, 11:00AM EST

December 8, 2021, 11:00AM EST



Now Available to Download All Presentations & Recordings  
<https://www.mmaglobal.com/webinar-series/brand-safety-strategy>



# MMA's SAVE Council Leadership & Partners

## SAVE's Program Chairs & Expert Advisors

- Terri Schriver – SVP Media & Brand Safety Exec, **Bank of America**
- Lauren Radcliffe, SVP Marketing, **A Place for Mom**
- 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**

## Member Participants

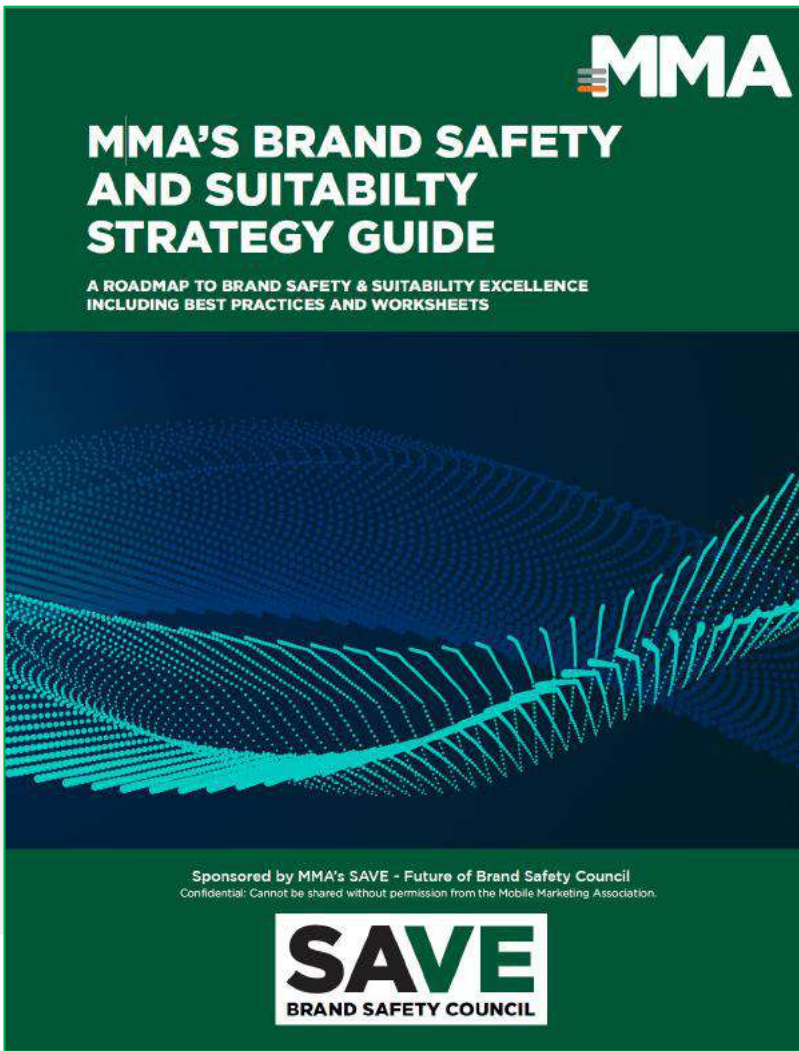


## Academic Team

- Andrew Stephen, Assoc. Dean of Research **Oxford University**
- Lauren Grewal, Assistant Professor of Business Administration, **Dartmouth University**



# The Brand Safety Strategy Guide, created for Marketers by Marketers



## MMA's Brand Safety Guide

Comprehensive 55+ page strategy guide for marketers, by marketers to:

1. Deepen Brand's knowledge around creating a corporate brand safety strategy
2. Formulating proactive responses
3. best practices, by leading marketers, and
4. practical worksheets.

Full guide available to public after webinar series is complete.

**Now Available to Download!**  
<https://www.mmaglobal.com/brand-safety-suitability-guide>

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# Twitter's Take – Keynote Presentation + Q&A



**Sarah Personette**

Chief Customer Officer

Ms. Personette is Vice President of Twitter Global Client Solutions, where she leads Twitter's partnerships with top marketers and agencies worldwide. Ms. Personette oversees a team of regional business leaders as well as Twitter's global teams focused on client partnerships, agencies and brand strategy.



Keynote Presentation



**Meg Haley**

Global Head of Revenue Product Strategy

Meg Haley leads Twitter's Revenue Product Specialist organization, overseeing our GTM and Commercialization efforts. Her team focuses on supporting our revenue teams and our partners in finding success across Twitter's products and solutions



Q&A

## Key Messages

- We are committed to leading with policy, protecting with products, and driving industry-wide change through partnerships.
- Responsible media investing



# Brand safety, and the power of putting people first

**Sarah Personette**

Chief Customer Officer  
Twitter







**Social media accounts for about 5% of P&G's marketing spend, but is "150% of our problems," according to Marc Pritchard.**

1:26 PM • 28 Sep 2020







# What is Brand Safety?









**BRAND**



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







**Feel comfortable.**  
**Feel confident.**  
**Feel you contribute.**







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








**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





**A Safer Twitter  
is a Better Twitter**







**Creating a safer  
experience through  
our commitment to  
Trust and Health**

● **POLICIES**

● **PRODUCTS**

● **PARTNERSHIPS**





**POLICIES THAT LEAD**  
**Transparency**  
**reports, and**  
**more**

**<0.1%** of all impressions for all Tweets were on violative Tweets

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**77%** of violative Tweets received fewer than 100 impressions prior to removal

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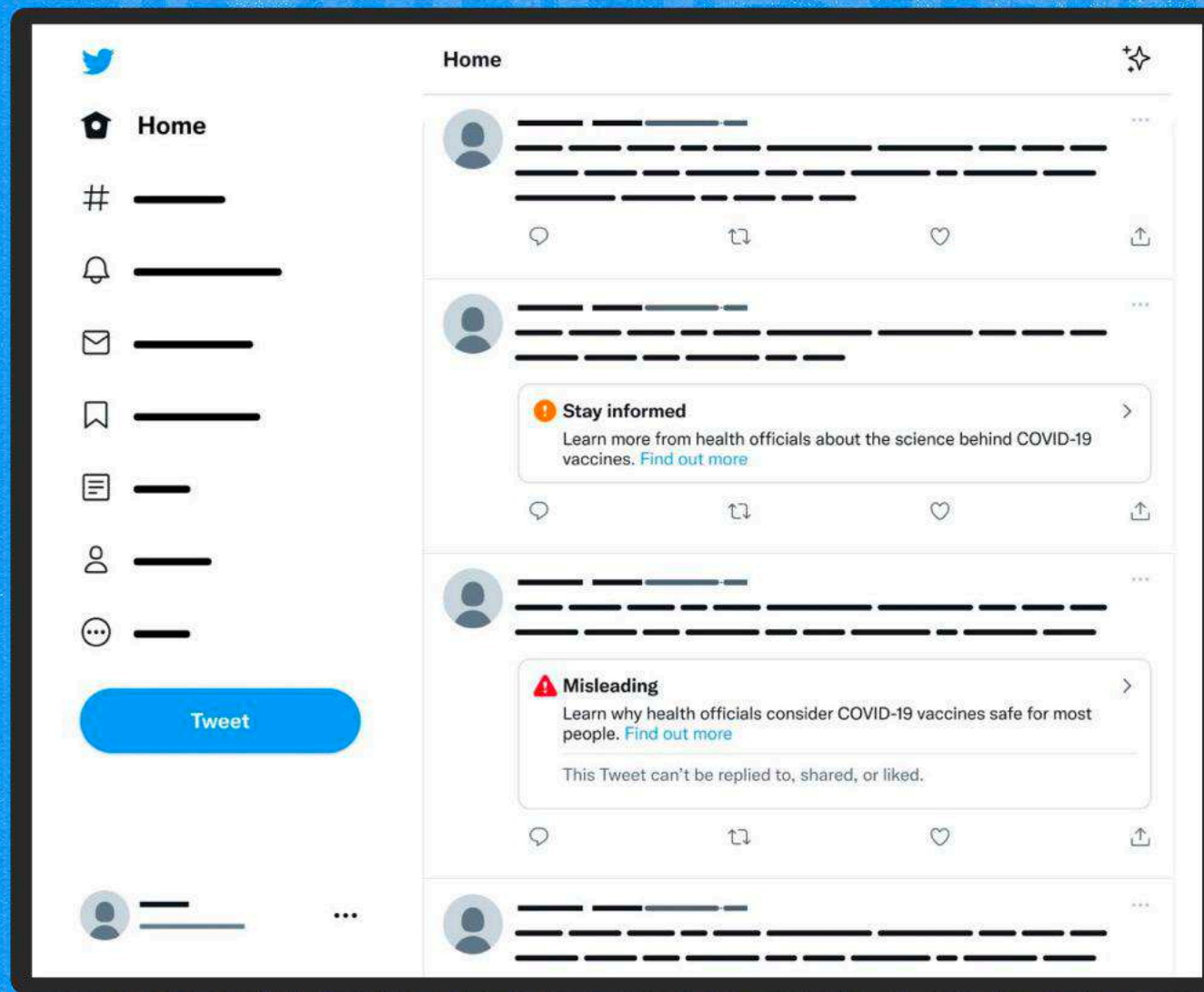
**65%** of the abusive content we action is surfaced proactively for human review

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# POLICIES THAT LEAD Making it easier to find credible information





**POLICIES THAT LEAD**  
**Inviting the**  
**public to**  
**weigh-in**



**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



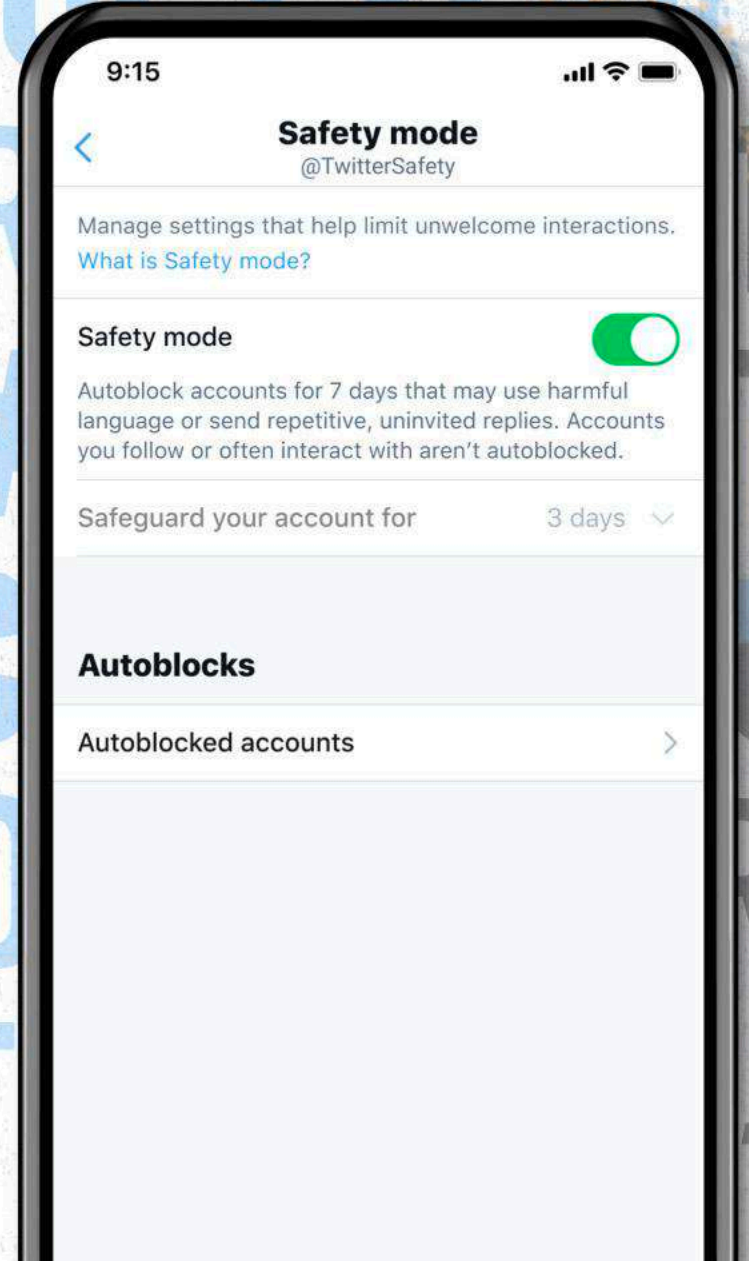
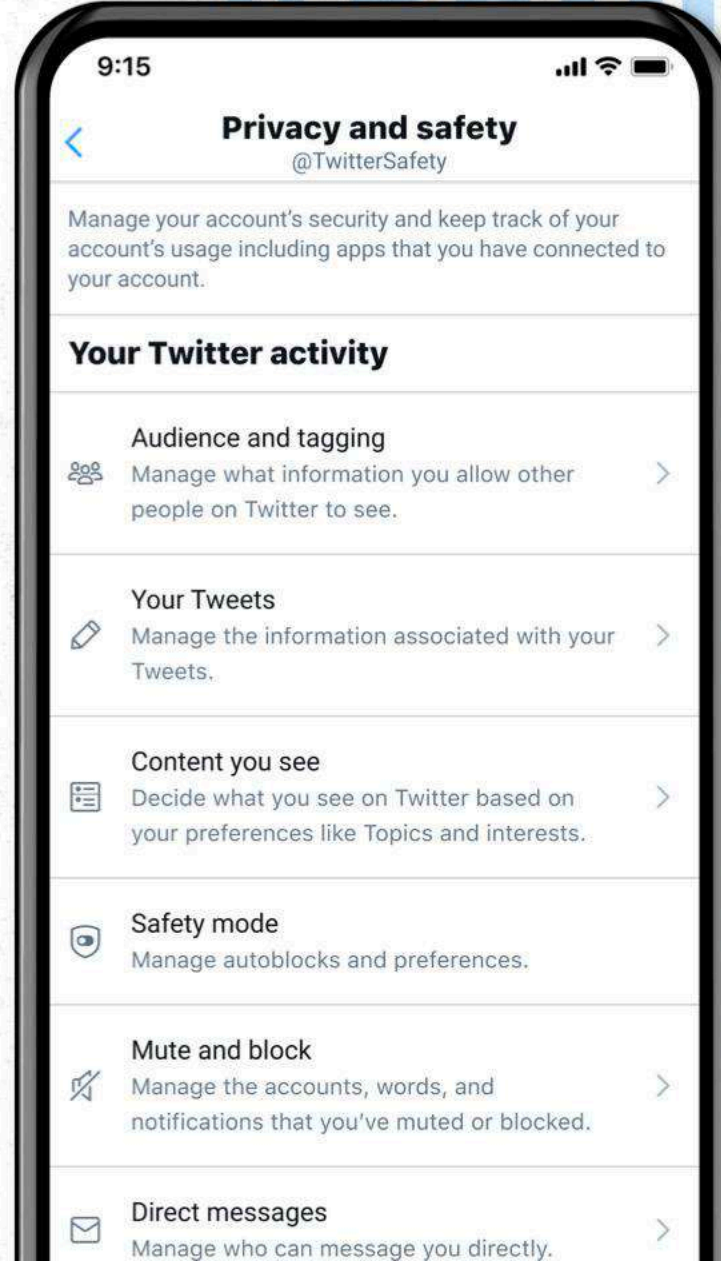
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## PRODUCTS THAT PROTECT

# Safety Mode

\*currently in beta

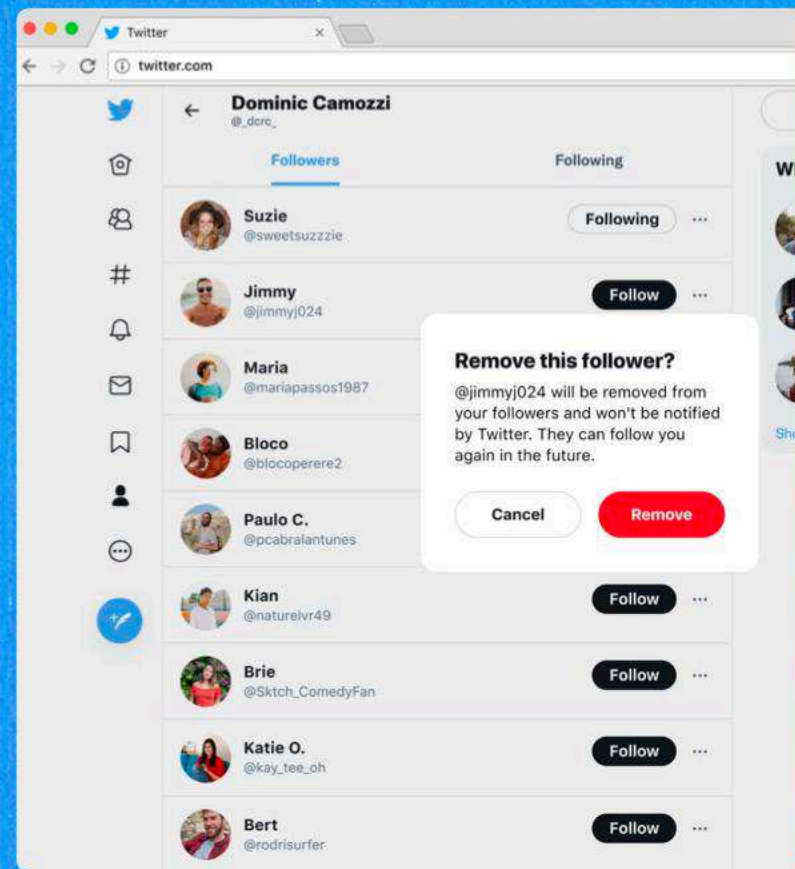
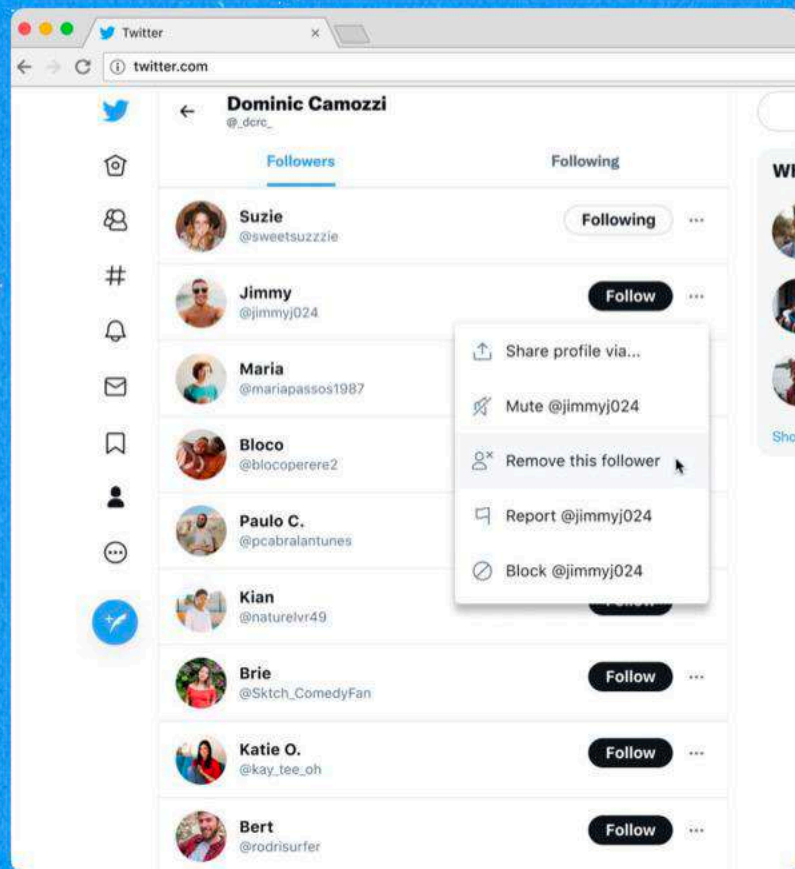






PRODUCTS THAT PROTECT

# Remove Follower





PRODUCTS THAT PROTECT

## Reply Prompts



### Want to review this before Tweeting?

We're asking people to review replies with potentially harmful or offensive language.

**Allen Grayham** @GrayhamSays

This is a mean Tweet that features the word [REDACTED] and [REDACTED] and might need to be reviewed.

Did we get this wrong?



IN TESTING\*, WE FOUND:

AFTER BEING PROMPTED ONCE, PEOPLE COMPOSED ON AVERAGE

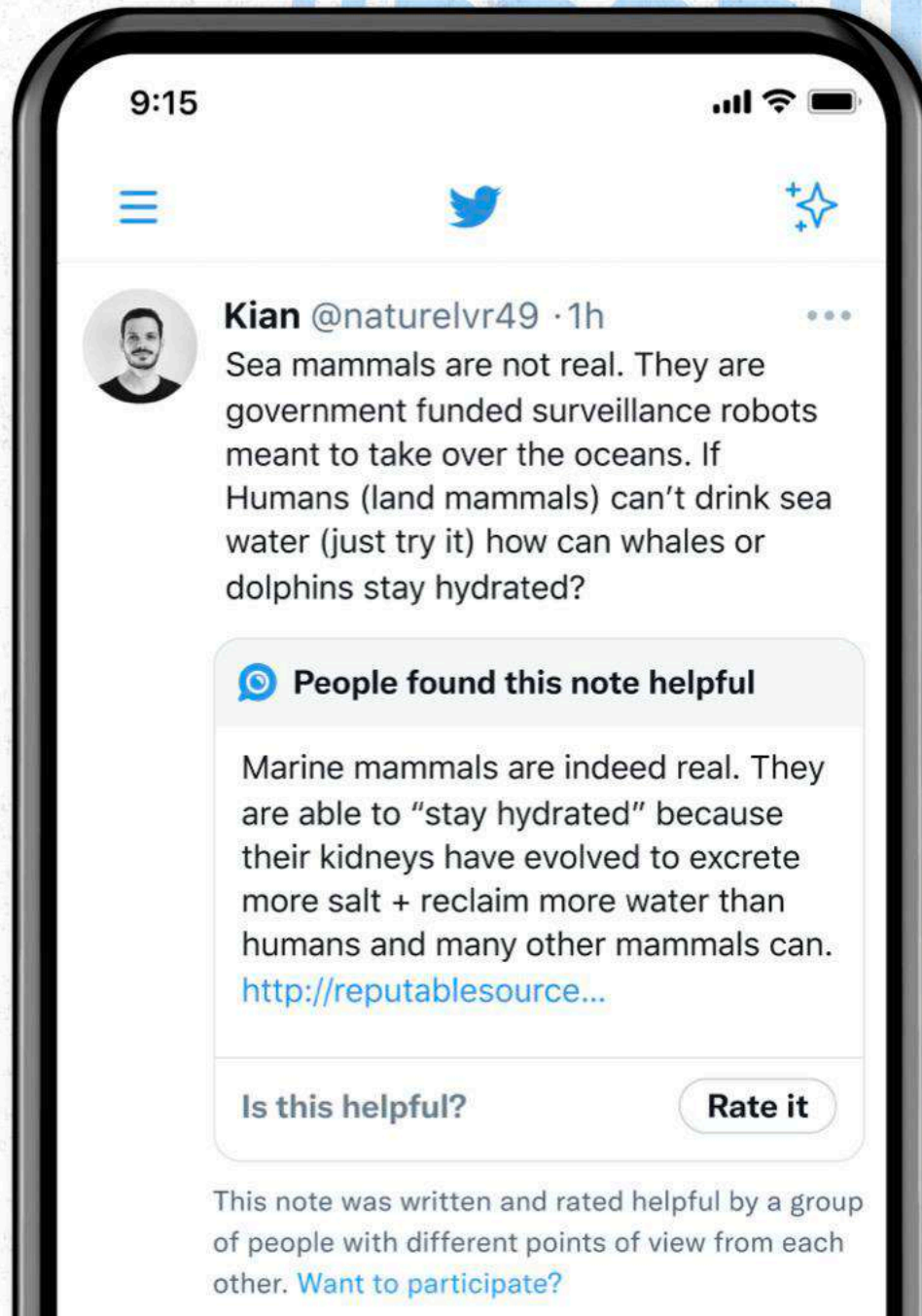
↓ 11%

FEWER OFFENSIVE REPLIES IN THE FUTURE



## PRODUCTS THAT PROTECT Birdwatch

\*currently in beta



9:15



**Kian** @naturelvr49 · 1h



Sea mammals are not real. They are government funded surveillance robots meant to take over the oceans. If Humans (land mammals) can't drink sea water (just try it) how can whales or dolphins stay hydrated?

### People found this note helpful

Marine mammals are indeed real. They are able to "stay hydrated" because their kidneys have evolved to excrete more salt + reclaim more water than humans and many other mammals can. <http://reputablesource...>

Is this helpful?

Rate it

This note was written and rated helpful by a group of people with different points of view from each other. [Want to participate?](#)





**PRODUCTS THAT PROTECT**

**External  
Partnerships**



DoubleVerify

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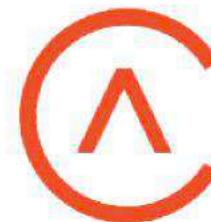
**IAS** Integral  
Ad Science





**PARTNERSHIPS THAT DRIVE  
INDUSTRY-WIDE CHANGE**

**Making  
Twitter better,  
together**



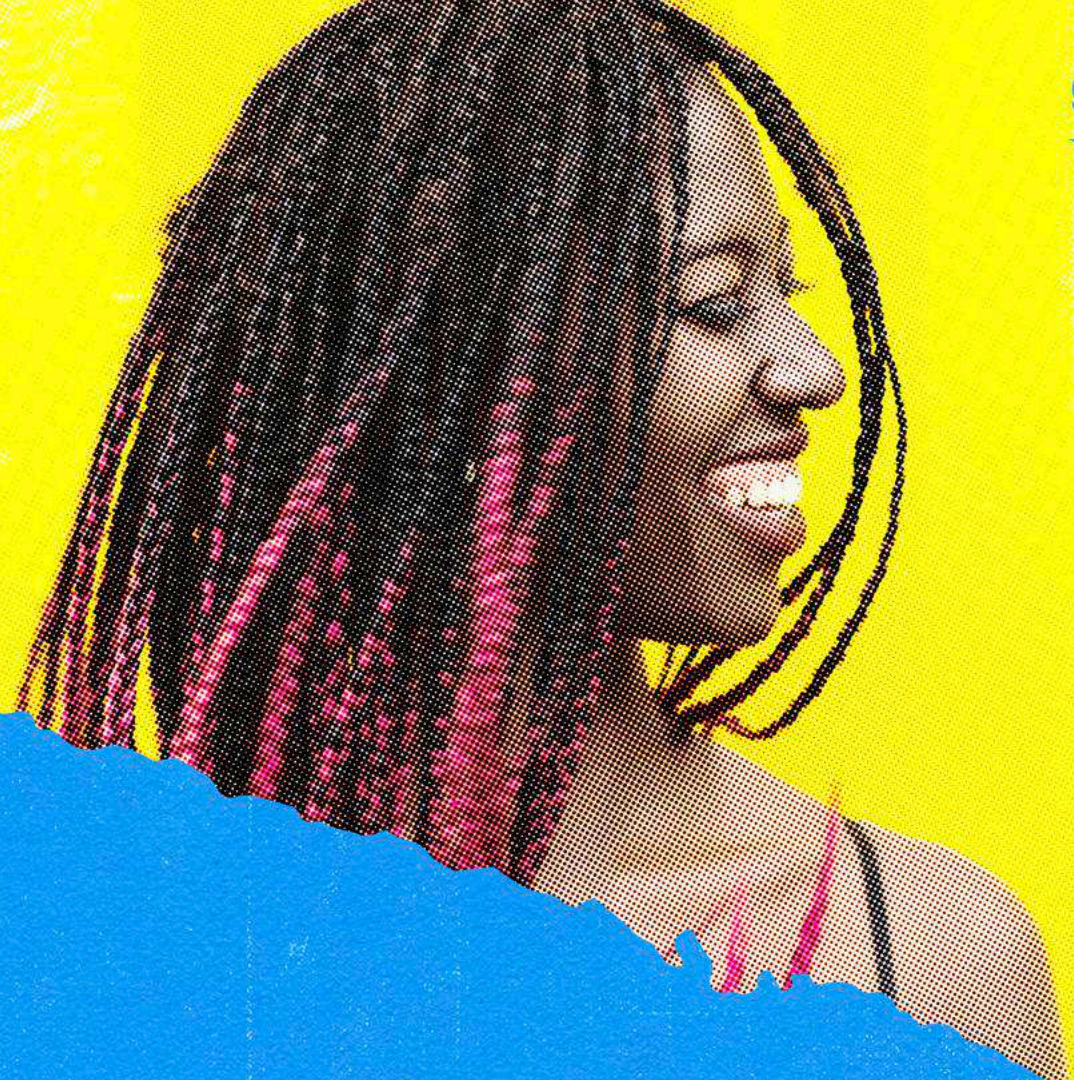




- **POLICIES**
- **PRODUCTS**
- **PARTNERSHIPS**

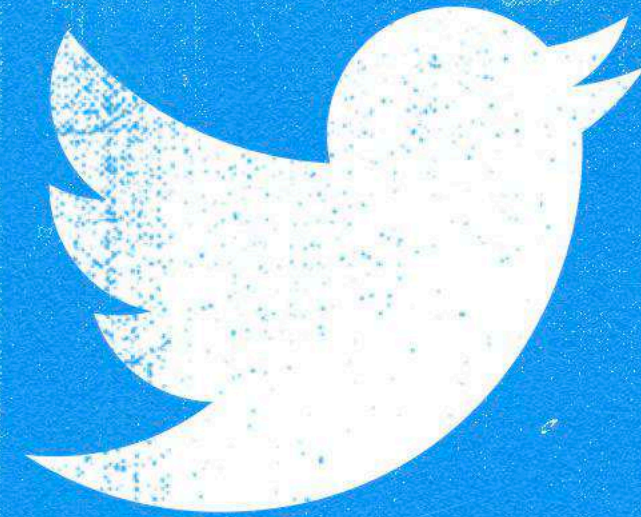


**Keeping  
people  
safe keeps  
brands safe**





**Thank You**





**MMA** | WEBINAR SERIES

# Brand Safety



# Q&A

**Twitter Meg  
Haley**

Global Head of  
Revenue Product Strategy





# The Strategy Guide: Chapter 9 + Consumer Research with Oxford



**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.



**Joshua Lowcock**

Chief Digital/Brand  
Safety Officer  
UM

As UM's Chief Digital Officer and the industry's first Global Brand Safety Officer, Joshua is the go-to expert for insights on digital platforms, privacy and minimizing risk, and solutions for problems arising from new ad technologies.





# The Future of Brand Safety & Suitability:

## Key Trends & Evolving Your Strategy

Chap 9 of the strategy guide



# Key Trends

- 1 Data and Privacy
- 2 Mobile In-App and OTT Content
- 3 Influencers, Trolls, Bots and Association
- 4 Brand Responsibility
- 5 Uncertainty Over the Internet as a Sustainable Marketing Vehicle

## Following Key Trends

- Look out for and keep an eye on trends that will impact your evolving strategy. Educate yourself and your team to get ahead of the curve on the following four key areas.



# Evolving Your Strategy

- 1 Track Regulatory & Governance Developments
- 2 Monitor Tech Developments
- 3 Keep an Eye on Resources
- 4 Closely Track Changing Perceptions of Brand Safety & Suitability
- 5 Cultivate Internal Governance

## Stay on the lookout

- Once you've got the brand safety flywheel going, there are some things outside your organization that the team needs to keep an eye on.





# PROACTIVE MANAGEMENT OF KEY TRENDS

## Create your own Dashboard

- List key trends you see playing out in each category.
- Identify who in the organization is responsible for navigating these trends and their implications.
- List the implications on the brand in terms of threats and opportunities.
- Indicate the steps the brand needs to take to mitigate risk or leverage opportunity.

Category	Trends Observed	Stakeholder Responsible	Implication on brand (threat and/or opportunity)	Steps being taken to mitigate threat and/or leverage opportunity
Regulatory & governance				
Technology				
Resources/ capabilities/ skills needed				
Other				



## ||| Key Takeaways

- ✓ Key trends must remain top-of-mind to inform your evolving brand safety strategy.
- ✓ Keep an eye on ever-shifting trends will help you improve and adjust your strategy as tech solutions and approaches to brand safety change.
- ✓ Understand the impact of brand safety on consumers







# Links to download guide and webinar series and learn more about SAVE

**MMA**

## MMA'S BRAND SAFETY STRATEGY GUIDE

A ROADMAP TO BRAND SAFETY EXCELLENCE INCLUDING BEST PRACTICES AND WORKSHEETS

Sponsored by MMA's SAVE - Future of Brand Safety Council

### 5 CHAPTER PRESENTATIONS

**WEDNESDAY, AUG 25 2021**  
8:00am to 10:00am EDT

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

**MISSION BRIEF**

- JEAN-PIERRE BÉLISSE, VP, Senior Content Strategist
- JASON MANDELSTE, SVP, Customer Strategy and Performance
- MIKE LUCASIO, Brand Safety & Compliance
- NEAL THAMMAN, CCO, Transparency & Accountability

**WEDNESDAY, SEP 15 2021**  
8:00am to 10:00am EDT

**Determine Your Brand Safety Standards, exploring brand safety vs. suitability**

**MISSION BRIEF**

- SALE COHEN, CMO, Global Content Marketing
- CAROLINE KISS, Global Brand Safety
- NEAL THAMMAN, CCO, Transparency & Accountability
- NEAL THAMMAN, CCO, Transparency & Accountability

**TUESDAY, OCT 26 2021**  
8:00am to 10:00am EDT

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

**MISSION BRIEF**

- MILE KOSIN, CMO, Global Content Marketing
- BRUNO JAROSZCZAK, Partner Success Mgr, President
- ANDREW MANDELSTE, SVP, Programmatic & Search
- NEAL THAMMAN, CCO, Transparency & Accountability
- NEAL THAMMAN, CCO, Transparency & Accountability

Following this series, marketers will be able to:

- Create and implement a brand safety strategy
- Refine, adjust, and evolve an existing strategy
- Establish baselines, protocols, and leverage lessons learned
- Share best practices and actionable insights with their organization

**BSI** Brand Safety Institute

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.

Brand Safety Advisor

# SAVE

FUTURE OF BRAND SAFETY

With the increased complexity of protecting a brand's image and reputation from the rise in threats from fake news, inappropriate content, marketing tech, the digital supply chain, ad fraud and more, SAVE is here to help.

**FEATURED EVENT**

Join us for the Brand Safety Strategy Webinar Series  
Leading Marketers to Brand Safety Excellence

[REGISTER TODAY](#)

**FEATURED RESOURCE**

Join the Brand Safety Certification Program  
In partnership with Brand Safety Institute

[LEARN MORE](#)

## What is SAVE?

SAVE is a marketer-led Future of Brand Safety Council working to provide guidance for brands in all marketing environments.

The MMA SAVE Brand Safety Agenda is based on the following four guiding principles:

Creation of a Marketer Brand Safety Strategy Guide

Assessment and Benchmarking of Brand Safety issues by marketers

Validation of Brand Safety Partner Selection and Evaluation

Brand Safety Education

**Brand Safety Issues are Not Going Away!**

**Download Strategy Guide**  
<https://www.mmaglobal.com/brand-safety-suitability-guide>

**Download Presentation & Recordings**  
<https://www.mmaglobal.com/webinar-series/brand-safety-strategy>

**Check out MMA's SAVE Page For New Updates**  
<https://www.mmaglobal.com/think-tanks/save>





## Concluding Remarks



**Neal Thurman**  
Co-Founder of the Brand  
Safety Institute

Neal Thurman is the Co-founder of the Brand Safety Institute and Director of the Coalition for Better Ads. Mr. Thurman's career has been intertwined with the evolution of digital technologies for more than 20 years.

He is also the Co-chair of the Education Committee of the Global Alliance for Responsible Media (GARM).







# 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.

## 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.

## 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

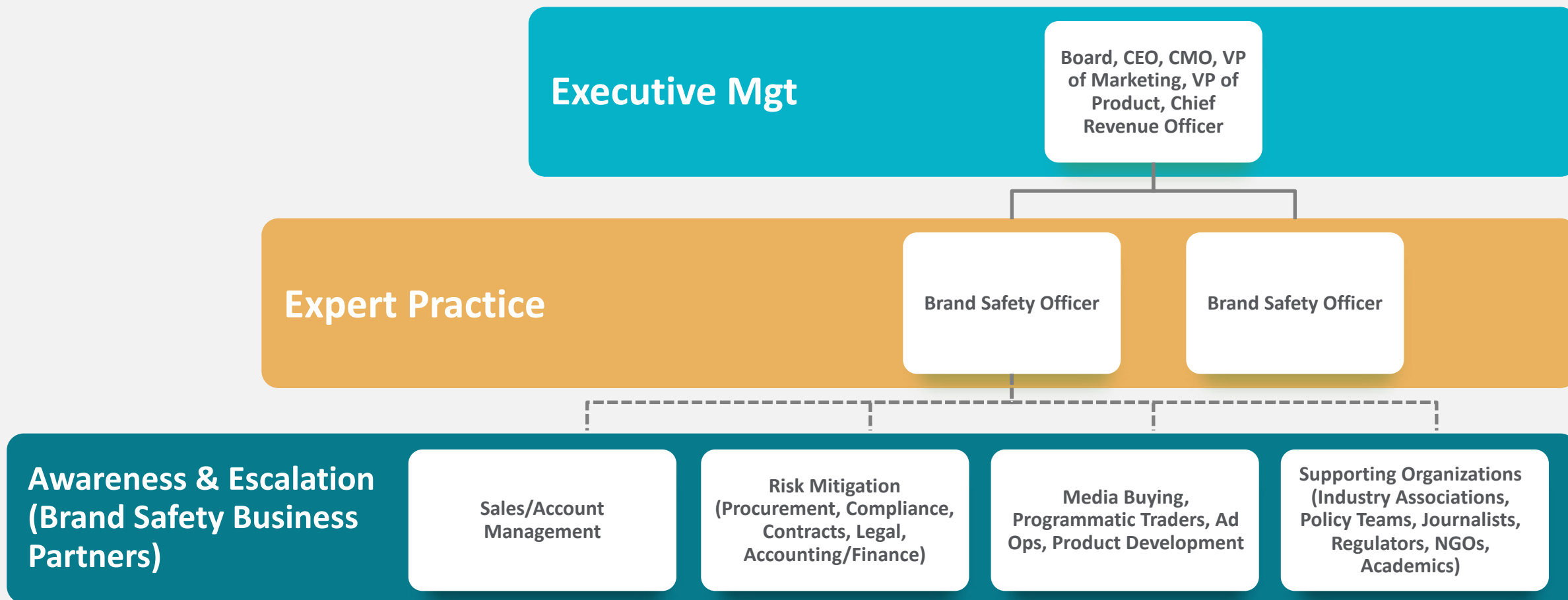
## EDUCATION

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



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# Brand Safety



# Q&A



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# Brand Safety



**Thank You!**