

MMA | WEBINAR SERIES

Brand Safety

From MMA's SAVE Council



SAVE Partners



MMA WEBINAR SERIES
Brand Safety

In partnership with:



LEADING MARKETERS TO BRAND SAFETY EXCELLENCE



15+ BRAND SAFETY
EXPERTS

5 SESSIONS

9 CHAPTERS
(55+ pages)

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

August 25 2021,
11:00AM EDT

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

September 15, 2021,
11:00AM EDT

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

October 26, 2021,
11:00AM EDT

Brand Safety
Incident
Management,
Governance, and
Performance
Management

November 17, 2021,
11:00AM EST

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

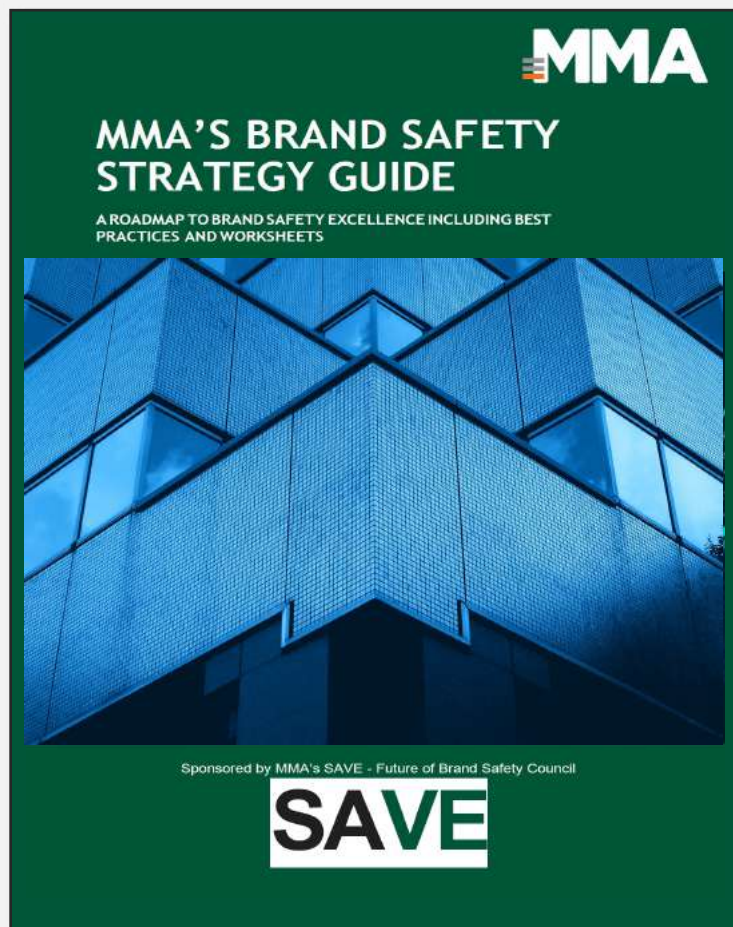
December 8, 2021,
11:00AM EST



UNIVERSITY OF
OXFORD



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 MMA Members** after webinar series is complete.

CHAPTER 1: WHAT IS BRAND SAFETY AND WHY DOES IT MATTER?

CHAPTER 2: STAKEHOLDER ROLES & RESPONSIBILITIES

CHAPTER 3: DETERMINE YOUR BRAND SAFETY STANDARDS

CHAPTER 4: RESOURCES AND BUDGETING

CHAPTER 5: BRAND SAFETY TOOL SELECTION

CHAPTER 6: BRAND SAFETY VENDOR SELECTION & MANAGEMENT

CHAPTER 7: CRISIS MANAGEMENT PROCESS

CHAPTER 8: GOVERNANCE & PERFORMANCE MANAGEMENT

CHAPTER 9: THE FUTURE OF BRAND SAFETY?

Coca-Cola

LATAM

Walmart

1.800flowers.com

MARRIOTT

SAMSUNG

ebay

CVS Health

DUNKIN'

T-Mobile

AMERICAN EAGLE OUTFITTERS

AMERICAN EXPRESS

Beam Suntory

Chobani

JPMORGAN CHASE & CO.

gm

AT&T

TARGET

mastercard

P&G

Match Group

MillerCoors

Ford

BANK OF AMERICA

RetailMeNot

Unilever

MMA

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**



MMA Global Events

■ APAC ■ LATAM ■ EMEA ■ GLOBAL



■ THE GREAT
IDENTIFIERS DEBATE
APRIL - OCTOBER



■ BRAND SAFETY
STRATEGY SERIES
AUGUST- DECEMBER



■ MMA x CDP
CERTIFICATION
AUG 23-24, 2021



■ MMA x CDP
CERTIFICATION
SEPT. 21-22, 2021



■ DATT UNPLUGGED
VIRTUAL
OCT 13, 2021



■ MOSTT UNPLUGGED
VIRTUAL
OCT 19, 2021



■ IMPACT INDONESIA
OCT 21-22, 2021



■ IMPACT GERMANY
OCT 27-28, 2021



■ IMPACT VIETNAM
OCT 29, 2021



■ IMPACT
JOHANNESBURG
NOV 2021



■ SMARTIES
UNPLUGGED VIRTUAL
NOVEMBER 2021



■ SMARTIES
UNPLUGGED VIRTUAL
NOV 9-10, 2021



■ MMA FORUM
FRANCE
DEC 2021



■ IMPACT ISTANBUL
DEC 7-8, 2021



Today's Agenda: Defining Brand Safety and Why It Matters

Opening Remarks

About MMA, Webinar
Series Background &
Context



Greg Stuart,
CEO, MMA
Global



Discussion Panel

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

Moderator:



Louis Jones,
Brand Safety
Officer,
Brand Safety
Institute



Terri Schriver,
SVP Enterprise
Media,
Bank of America



Yale Cohen, EVP,
Global
Digital Standards,
Publicis Media



Caitlin Rush,
Global Head of
Brand Safety
Strategy



Concluding Remarks

Q&A + Overview of
Brand Safety Institute



Neal Thurman,
Co-Founder, BSI





Discussion Panelists



Louis Jones
Brand Safety
Officer, Brand
Safety Institute

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



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.



Yale Cohen,
EVP, Global
Digital
Standards,
Publicis Media

Yale Cohen serves as EVP of Global Digital Standards for Publicis Media, encompassing all areas of media quality, safety and suitability and now Brand Integrity to help advertisers.



Caitlin Rush
Global Head of
Brand Safety
Strategy

Caitlin Rush leads Twitter's global brand safety strategy, ensuring advertiser safety and suitability needs and concerns are addressed in policy and product development.





Download the Framework here:

<https://wfanet.org/leadership/garm/garm-resource-directory-%28weblog-detail-page%29/2020/09/23/Brand-Safety-Floor--Sustainability-Framework>

The GARMM Brand Safety Floor & Sustainability Framework is intended to provide the following:

1. A common understanding of what harmful and sensitive content is via content categories
2. A common understanding of where ads should not appear, as expressed in a Brand Safety Floor
3. A common way of delineating different risk levels for sensitive content, as expressed in a Brand Suitability Framework





CONTENT CATEGORY

BRAND SAFETY FLOOR – Content not appropriate for any advertising support

Adult & Explicit Sexual Content

- Illegal sale, distribution, and consumption of child pornography
- Explicit or gratuitous depiction of sexual acts, and/or display of genitals, real or animated

Arms & Ammunition

- Promotion and advocacy of Sales of illegal arms, rifles, and handguns
- Instructive content on how to obtain, make, distribute, or use illegal arms
- Glamorization of illegal arms for the purpose of harm to others
- Use of illegal arms in unregulated environments

Crime & Harmful acts to individuals
and Society, Human Right Violations

- Graphic promotion, advocacy, and depiction of willful harm and actual unlawful criminal activity – Explicit violations/demeaning offenses of Human Rights (e.g. human trafficking, slavery, self-harm, animal cruelty etc.),
- Harassment or bullying of individuals and groups

Death, Injury or Military Conflict

- Promotion, incitement or advocacy of violence, death or injury
- Murder or Willful bodily harm to others
- Graphic depictions of willful harm to others
- Incendiary content provoking, enticing, or evoking military aggression
- Live action footage/photos of military actions & genocide or other war crimes

Online piracy

- Pirating, Copyright infringement, & Counterfeiting



CONTENT CATEGORY

BRAND SAFETY FLOOR – Content not appropriate for any advertising support

Hate speech & acts of aggression

- Behavior or content that incites hatred, promotes violence, vilifies, or dehumanizes groups or individuals based on race, ethnicity, gender, sexual orientation, gender identity, age, ability, nationality, religion, caste, victims and survivors of violent acts and their kin, immigration status, or serious disease sufferers.

Obscenity and Profanity, including language, gestures, and explicitly gory, graphic or repulsive content intended to shock and disgust

- Excessive use of profane language or gestures and other repulsive actions that shock, offend, or insult.

Illegal Drugs/Tobacco/e-cigarettes/Vaping/Alcohol

- Promotion or sale of illegal drug use – including abuse of prescription drugs. Federal jurisdiction applies, but allowable where legal local jurisdiction can be effectively managed
- Promotion and advocacy of Tobacco and e-cigarette (Vaping) & Alcohol use to minors

Spam or Harmful Content

- Malware/Phishing

Terrorism

- Promotion and advocacy of graphic terrorist activity involving defamation, physical and/or emotional harm of individuals, communities, and society

Debated Sensitive Social Issue

- Insensitive, irresponsible and harmful treatment of debated social issues and related acts that demean a particular group or incite greater conflict;



Brand Suitability Framework: Sensitive content appropriate for advertising supported by enhanced advertiser controls

CONTENT CATEGORY	High Risk	Medium Risk	Low Risk
Adult & Explicit Sexual Content	<ul style="list-style-type: none">• Suggestive sexual situations requiring adult supervision/approval or warnings• Full or liberal Nudity	<ul style="list-style-type: none">• Dramatic depiction of sexual acts or Sexuality issues presented in the context of entertainment• Artistic Nudity	<ul style="list-style-type: none">• Educational, Informative, Scientific treatment of sexual subjects or sexual relationships or sexuality
Arms & Ammunition	<ul style="list-style-type: none">• Glamorization /Gratuitous depiction of illegal sale or possession of Arms• Depictions of sale/use/distribution of illegal arms for inappropriate uses//harmful acts	<ul style="list-style-type: none">• Dramatic depiction of weapons use presented in the context of entertainment• Breaking News or Op-Ed coverage of arms and ammunition	<ul style="list-style-type: none">• Educational, Informative, Scientific treatment of Arms use, possession or illegal sale• News feature stories on the subject
Crime & Harmful acts to individuals and Society, Human Right Violations	<ul style="list-style-type: none">• Depictions of criminal/harmful acts or violation of human rights	<ul style="list-style-type: none">• Dramatic depiction of criminal activity or human rights violations presented in the context of entertainment• Breaking News or Op-Ed coverage of criminal activity or human rights violations	<ul style="list-style-type: none">• Educational, Informative, Scientific treatment of crime or criminal acts or human rights violations• News feature stories on the subject



Brand Suitability Framework: Sensitive content appropriate for advertising supported by enhanced advertiser controls

CONTENT CATEGORY

High Risk

Medium Risk

Low Risk

Death, Injury or Military
Conflict

- Depiction of death or Injury
- Insensitive and irresponsible treatment of military conflict, genocide, war crimes, or harm resulting in Death or Injury
- Depictions of military actions that glamorize harmful acts to others or society

- Dramatic depiction of death, injury, or military conflict presented in the context of entertainment
- Breaking News or Op-Ed coverage of death, injury or military conflict

- Educational, Informative, Scientific treatment of death or injury, or military conflict
- News feature stories on the subject

Online piracy

- Glamorization /Gratuitous depiction of Online Piracy

- Dramatic depiction of Online Piracy presented in the context of entertainment
- Breaking News or Op-Ed coverage of Online Piracy

- Educational, Informative, Scientific treatment of Online Piracy
- News feature stories on the subject

Hate speech & acts of
aggression

- Depiction or portrayal of hateful, denigrating, or inciting content focused on race, ethnicity, gender, sexual orientation, gender identity, age, ability, nationality, religion, caste, victims and survivors of violent acts and their kin, immigration status or serious disease sufferers, in a non-educational, informational, or scientific context

- Dramatic depiction of hate speech/acts presented in the context of entertainment
- Breaking News or Op-Ed coverage of hate speech/acts

- Educational, Informative, Scientific treatment of Hate Speech
- News features on the subject



Brand Suitability Framework: Sensitive content appropriate for advertising supported by enhanced advertiser controls

CONTENT CATEGORY	High Risk	Medium Risk	Low Risk
Obscenity and Profanity, including language, gestures, and explicitly gory, graphic or repulsive content intended to shock and disgust	<ul style="list-style-type: none">• Glamorization /Gratuitous depiction of profanity and obscenity	<ul style="list-style-type: none">• Dramatic depiction of profanity and obscenities presented in the context of entertainment by genre• Breaking News or Op-Ed coverage of profanity and obscenities Genre based use of profanity, gestures, and other actions that may be strong, but might be expected as generally accepted language and behavior	<ul style="list-style-type: none">• Educational or Informative, treatment of Obscenity or Profanity• News feature stories on the subject
Illegal Drugs/Tobacco/e-cigarettes/Vaping/Alcohol	<ul style="list-style-type: none">• Glamorization /Gratuitous depictions of illegal drugs/abuse of prescription drugs• Insensitive and irresponsible content/treatment that encourages minors to use tobacco and vaping products & Alcohol	<ul style="list-style-type: none">• Dramatic depiction of illegal drug use/prescription abuse, tobacco, vaping or alcohol use presented in the context of entertainment• Breaking News or Op-Ed coverage of illegal drug use/prescription abuse, tobacco, vaping or alcohol use	<ul style="list-style-type: none">• Educational, Informative, Scientific treatment of illegal drug use/prescription abuse, tobacco, vaping or alcohol• News feature stories on the subject
Spam or Harmful Content	<ul style="list-style-type: none">• Glamorization /Gratuitous depiction of Online Piracy	<ul style="list-style-type: none">• Dramatic depiction of Spam or Malware presented in the context of entertainment• Breaking News or Op-Ed coverage of Spam or Malware	<ul style="list-style-type: none">• Educational, Informative, Scientific treatment of Spam or Malware• News feature stories on the subject



Brand Suitability Framework: Sensitive content appropriate for advertising supported by enhanced advertiser controls

CONTENT CATEGORY	High Risk	Medium Risk	Low Risk
Terrorism	<ul style="list-style-type: none">• Depiction of terrorist actions that are disturbing, agitating or promotes harmful acts to others or society• Terrorist content requiring a viewer advisory• Insensitive and irresponsible treatment of terrorism/ related crimes	<ul style="list-style-type: none">• Dramatic depiction of terrorism presented in the context of entertainment• Breaking News or Op-Ed coverage of acts of terrorism	<ul style="list-style-type: none">• Educational, Informative, Scientific treatment of terrorism• News feature stories on the subject
Debated Sensitive Social Issue	<ul style="list-style-type: none">• Depiction or discussion of debated social issues and related acts in negative or partisan context	<ul style="list-style-type: none">• Dramatic depiction of debated social issues presented in the context of entertainment• Breaking News or Op-Ed coverage of partisan advocacy of a position on debated sensitive social issues	<ul style="list-style-type: none">• Educational, Informative, Scientific treatment of debated sensitive social issues and related acts including misinformation• News feature stories on the subject

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Brand Safety

Q&A





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.

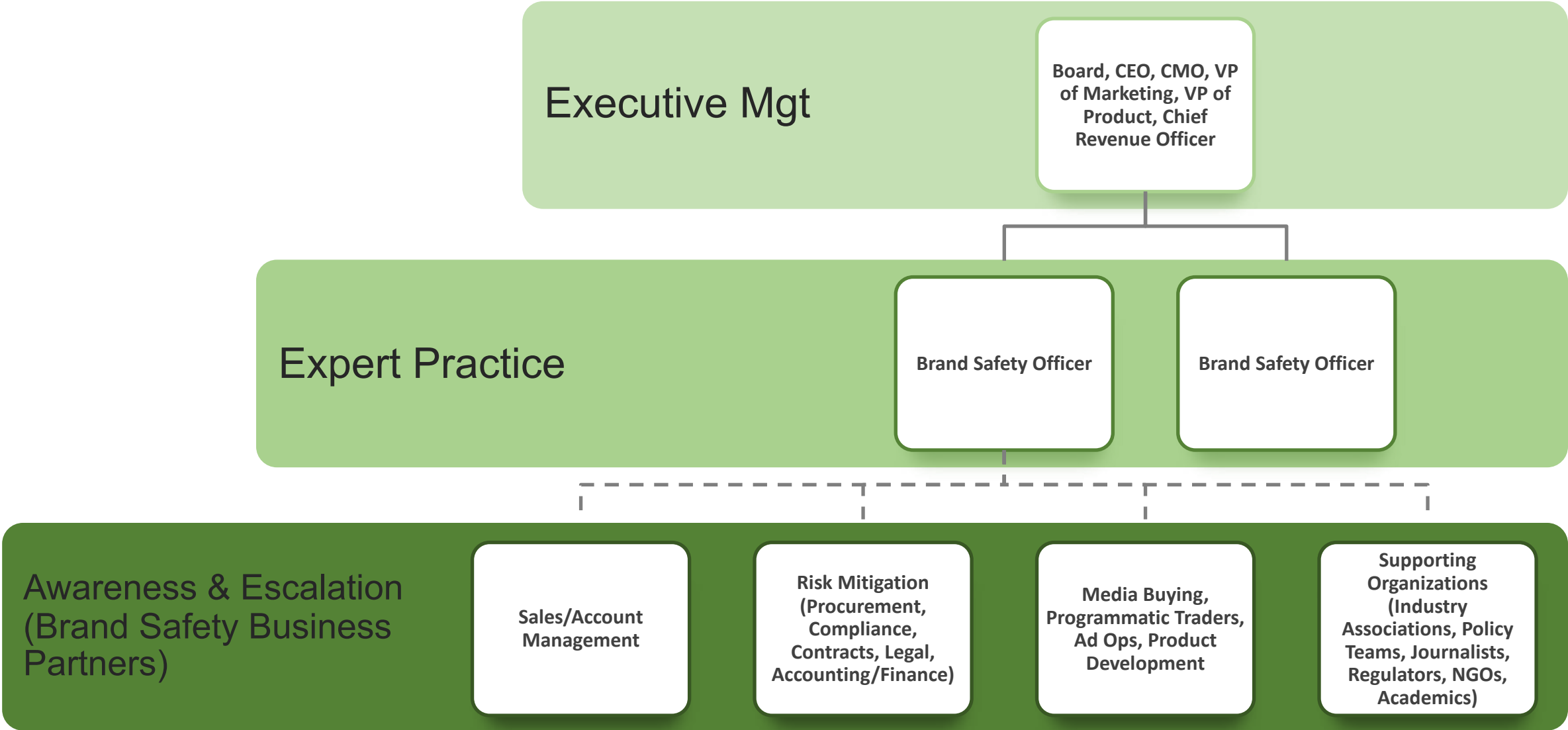
ACCREDITATION

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

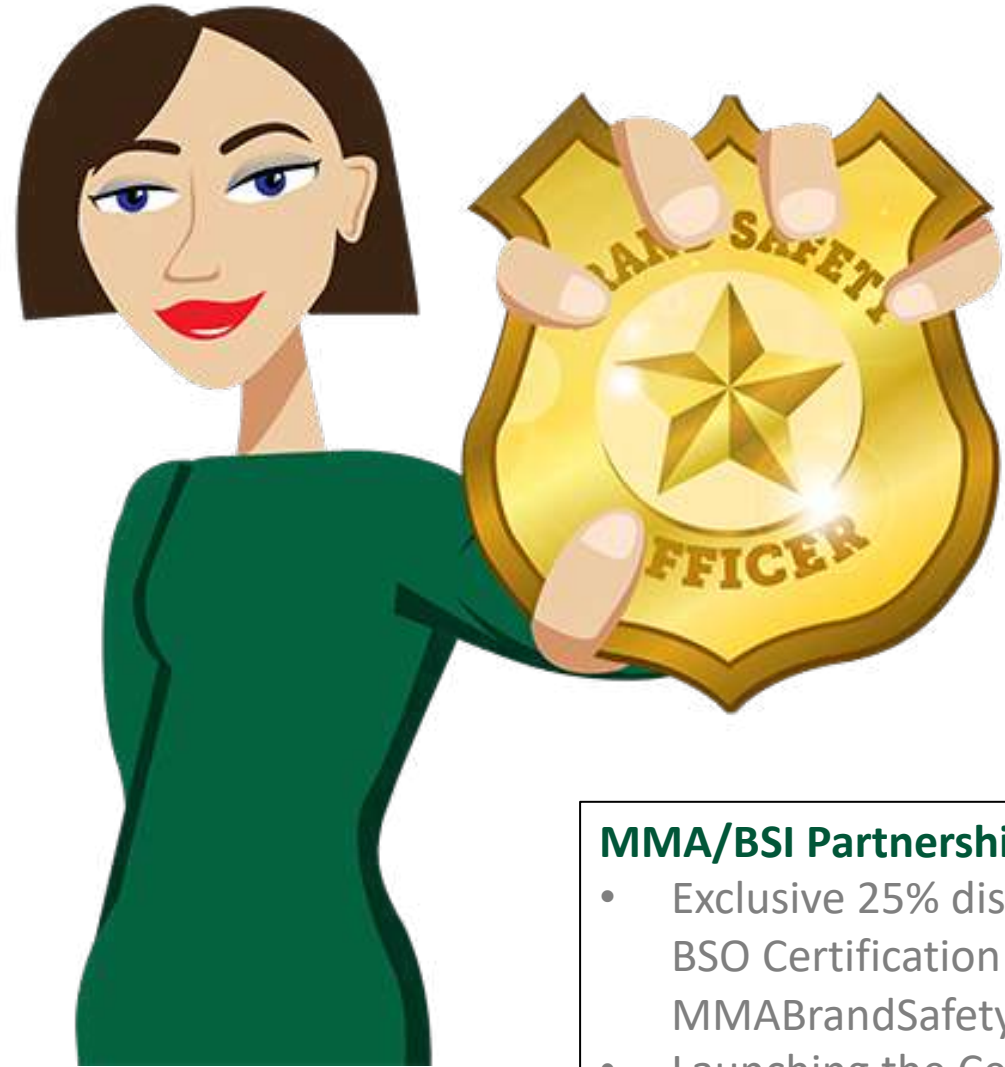
Education for brand safety professionals around the tools, tactics, and technologies available to help protect their organization's brand and contribute to a Brand Safe ecosystem.

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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Thank You!