



Brand Safety Webinar Series 2022

IS BRAND SAFETY IN DANGER WITHOUT COOKIES?

SPEAKERS



RTB
HOUSE

CORINA TRANG LUONG
Sales Director



MMA

PHAN BICH TAM
Country Manager
Vietnam, Myanmar and Cambodia



U
Unilever

MANH HA
Digital Hub Lead



MINDSHARE

AMIT THAKUR
Managing Partner





Brand Safety Webinar Series 2022

IS BRAND SAFETY IN DANGER WITHOUT COOKIES?

AGENDA

- Welcome from MMA
- Introduction of Speakers & Moderator
- Panel Discussion
- Q&A
- Closing



MMA IS 800+ MEMBERS STRONG GLOBALLY

MARKETERS, AGENCIES, MEDIA SELLERS, TECHNOLOGY & OPERATORS

MMA VIETNAM 2022

MMA Vietnam Board Members



MMA Vietnam Members



#SHAPETHEFUTURE



MMA'S EXCLUSIVE MEMBER BENEFITS

EXPOSURE

Gain visibility for your company and build your personal reputation



SHAPE THE FUTURE OF MARKETING

Build the best & most effective marketing practices to elevate the stature of marketing



REFERRALS

Opportunities to get personal introductions to potential partners



CREDIBILITY

Leverage the credibility of the MMA as a third party for research, thought leadership & contribution to initiatives



PERFORMANCE ASSESSMENTS

Benchmark your performance against your competitors and other industries



360 NETWORKING

Connect and collaborate with professionals across the marketing ecosystem



CONTINUOUS LEARNING

Education & inspiration from learning industry experts, professionals & academics



ACCESS TO UNIQUE INSIGHTS

Gain exclusive access to proven, peer-driven, scientific-based insights



“MMA Programs & Membership has its privileges!”



www.mmaglobal.com/local-council/vietnam

#SHAPETHEFUTURE

MMA VIETNAM 2022



MEMBER MEETUP

**April
28th**

Performance
Marketing 2.0

**June
30th**

Metaverse

**Aug
26th**

NFT

**Oct
27th**

Web 3.0

**Dec
29th**

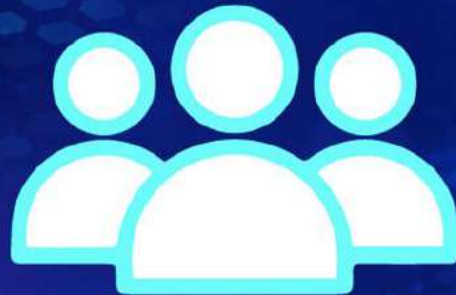
MMA Annual
Meeting & Rural
Marketing

KEY ACTIVITIES IN 2022



Brand Safety

Webinar Series **2022**



Council



**Advisory
members**

Brand Safety Webinar Series 2022



IS BRAND SAFETY IN DANGER
WITHOUT COOKIES?

Brand Safety Survey for Vietnam

Takes only 2 minutes to complete

5 **quickest responses**
will receive

5 gifts

from MMA Vietnam that are

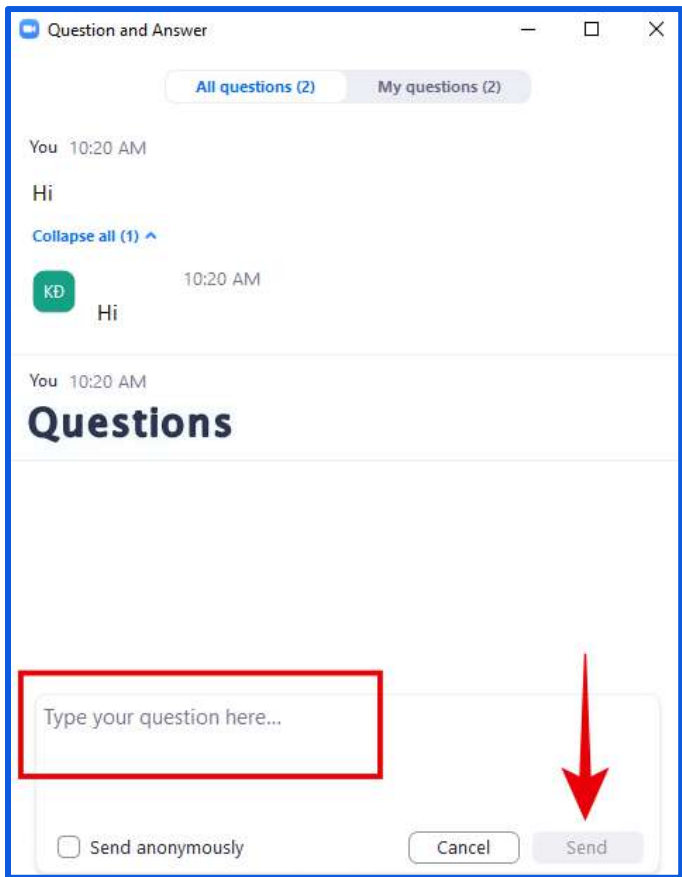
UP TO

500.000^{VND}





MANAGING YOUR QUESTIONS



Share the Insights

#MMAWeb



Brand Safety Webinar Series 2022

.....

IS BRAND SAFETY IN DANGER WITHOUT COOKIES?

Moderator



MINDSHARE

AMIT THAKUR
Managing Partner





Brand Safety Webinar Series 2022

IS BRAND SAFETY IN DANGER WITHOUT COOKIES?

Speakers



RTB
HOUSE

CORINA TRANG LUONG
Sales Director



MANH HA
Digital Hub Lead



What Is Brand Safety?

“Brand safety is a set of measures that aim to protect the image and reputation of brands from the negative or damaging influence of questionable or inappropriate content when advertising online.”



Global Alliance
for Responsible
Media



**Quiz 1 : Which among following are the industry bodies governing brand safety ?
Please tick the right ones**

- 1. MRC**
- 2. TTD**
- 3. BLS**
- 4. IAB**

Here are some examples on brand safety mishaps.

LOCAL NEWS AND VIDEO FOR DIXON, STERLING AND ROCK FALLS, ILLINOIS Get the 7-d

HOME NEWS SPORTS RECORDS OPINION LIFESTYLE MULTIMEDIA PHOTOS YAHOO! HOTJO



Want to grill like an expert?
Learn more about Kingsford® Competition Briquets and get expert grilling techniques with these instructional videos from Chris Lilly. **Watch now!**



Bre
N
A

Created: Friday, April 17, 2009 12:52 p.m. CDT FONT SIZE: + -

Couple gets prison for grilling toddler

DETROIT — A Detroit couple accused of trying to cremate their dead 2-year-old son on a barbecue grill, and then hiding the remains while collecting welfare benefits for the child, were both sentenced to prison Thursday.

Nickella Reid, 23, pleaded guilty in March in Wayne County Circuit Court to involuntary manslaughter and welfare fraud in connection with the death of her son, Deuntay Miller. She was sentenced Thursday by Judge Michael Callahan to 10 to 15 years.

Joseph Miller, 28, pleaded guilty in March to second-degree murder for Deuntay's death. Callahan sentenced him to 22 to 50 years.

 E-mail this story

 Print this story

 Share

Here are some examples on brand safety mishaps.



USA TODAY Search SUBSCRIBE NOW 3 MONTHS FOR \$25

NEWS SPORTS LIFE **MONEY** TECH TRAVEL OPINION 47" CROSSWORDS ELECTIONS 2016 OLYMPICS VIDEO STOCKS APPS MORE

How retirement planning for childless couples is different

Alyssa Oursler, Special for USA TODAY 7:32 a.m. EDT June 29, 2016



(Photo: iStockphoto)

The number of Americans without kids has been increasing steadily for decades, with the percentage of women ages 15 to 44 who are childless nearing 50% as of the last Census report. At first glance, childlessness may seem to be the trend that bodes the best for financial stability, especially for couples — a family structure known as “DINKs” for double income, no kids.

This logic is based on the simple fact that kids are expensive. A child costs over \$245,000 to raise until age 17, according to the U.S. Department of Agriculture, a sum of money the childless, in theory, could use to fund retirement.

But while Gregory Hammer of Hammer Financial Group acknowledged being childless can make a time horizon for retirement more predictable, he was quick to add that people without kids often have other things that are costly in their day-to-day lives — more travel, for instance — while other retirement planning differences are negligible.

One difference he did emphasize is that childless couples must be sure to prepare for the death of a spouse, since they don't have children to rely upon.

“When the first spouse passes away, income usually goes down, more times than not tax liabilities increase, and expenses either stay the same or increase,” he explained. Childless couples especially should crunch the numbers on such a scenario to see what gaps in income would exist. From there, either be prepared to return to work, or take out a life insurance policy to cover the difference.

Along the same lines, long-term care insurance is a smart bet for childless couples. Policies aren't cheap, costing \$2,000 to \$4,000 annually for a couple in their mid-50s. Buying coverage earlier rather than later means lower premiums, though. And while it may be hard to imagine eventually being frail or dependent enough to need it, it's smart



Advertisement for Toys R Us featuring various strollers with 20% off coupons:

- 20% off Chicco Bravo Trio System - Reg. \$379.00
- 20% off Chicco NextFit Zip Convert - Reg. \$349.00
- 20% off Chicco EX LiteMax Stroller - Reg. \$139.00
- 20% off Chicco Progress Twin Multi - Reg. \$109.00

Additional offers include: View brand list, Save \$1.7 million, Save \$1.2 million, Save \$1.1 million, Save \$1.1 million.

Quiz 2 : Brand Safety & Brand Suitability mean the same?

- 1. Yes**
- 2. No**

Status of Brand Safety in Vietnam

Vietnam was ranked as the 2nd most-at-risk from harmful content in SEA, according to VnExpress

Quote

“We withdrew our ads from YouTube as soon as we were being warned by the authorities. We do not want our brands to appear alongside toxic content,”, A local senior media manager in Vietnam well known organisation , told VnExpress.

8000 malicious Youtube videos content with big brands featured advertisements were found in 2019.

International and local brands were called out :

- = These videos contained false history about Vietnam and anti-government message.**
- = Brands were requested to immediately stop advertising on YouTube. They were required to report and explain the situation to the government.**
- = Companies claimed that they have no controlled where the ads appeared.**
- = Brands reputations were suffered in the called out.**

<https://vietnamnet.vn/vn/cong-nghe/them-40-doanh-nghiep-o-vn-quang-cao-tren-video-youtube-xau-doc-543083.html>

<https://e.vnexpress.net/news/business/companies/video-ads-a-menace-to-brand-safety-in-vietnam-report-3583106.html>

Example on how excessive keyword blocking is harming publishers too!



First California mountain lion killed under state's new depredation law



By Amir Vera, CNN

Updated 0545 GMT (1045 HKT) February 11, 2020



The mountain lion known as P-56 was killed January 27, 2020.

(CNN) — A mountain lion was killed in the Santa Monica Mountains, becoming the first killed under the state's depredation law, a National Park Service news release said Monday.

News & buzz

Midshipman dies during a physical fitness test, Naval Academy...

Florida 1st grade teacher tried to buy an 'eight ball' of meth...



Some Antarctic penguin colonies have declined by more than 75% over 50 years

By Lianne Kotrin, CNN

Updated 0003 GMT (0803 HRT) February 11, 2020



A Chinstrap Penguin colony on Penguin Island. This picture was taken in 2020 during the Antarctic leg of the Pole to Pole expedition under the Dutch permit number RWS-2019/40813.

(CNN) — Penguin colonies in some parts of the Antarctic have declined by more than 75% over the past half century, largely as a result of climate change, researchers say.

News & buzz

Prosecutors ask for 7 to 8 years in prison for Roger Stone

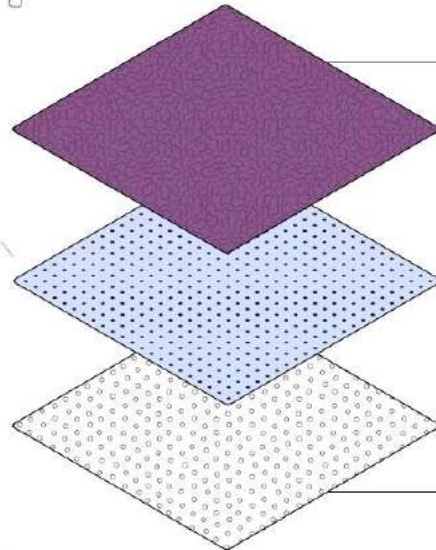
The Solar Orbiter mission has launched. It will give an...



Advertisers

Best Brand Safety Practices

THE BEST TYPES OF BRAND SAFETY SOLUTIONS



1 **Branding Layer**

- Custom URL, App bundle ID Not Allowed List
- Publisher category Not Allowed List
- Custom keyword blocking

2 **Offensive Content Layer**

1st party data filtering of content that might be considered offensive

3 **SSP Layer**

SSP security mechanisms and 3rd party Solutions (Google Web Risk API & TMT)

How **Context AI** and **NLP** Help In Brand Safety



**Your ideal
ad placements**

The **Context AI Engine** supports **Brand Safety** layers:

- = **1st party data** - We go beyond the average brand safety tools that only look at pages based on SSP signals. Page content categorization is achieved by our AI deep learning engine.
- = **Flexible targeting** - We combine the capabilities of Context AI and Brand Safety to run display campaigns alongside the best-possible context and most likely environment.
- = **Natural Language Processing** - We ensure your brand image stays pristine and increase user engagement by keeping your messaging far away from damaging content.

Billion garments discarded as workers toil in sweatshops

THE ASAHI SHIMBUN

July 21, 2018 at 07:00 JST

Share Tweet Print



D

What's New

- OLYMPICS/ With 2 years left to go, people already running for Tokyo Games
- Report says Indonesia 'land swap' plan puts forests at risk
- At least 100 missing in floods after Laos dam collapse--media



Advertiser is not willing to be visible next to any news related to controversial content. With ContextAI and NLP, advertiser can avoid potential PR embarrassment.

Quiz 3 : Multi-layer security has following layers ?

- 1. SSP Layer / Offensive Content Layer / Branding Layer**
- 2. DSP Layer / Offensive Content Layer / Branding Layer**
- 3. SSP Layer / Offensive ad communication layer**

Future of Brand Safety Without Cookies

ContextAI Targeting will be the answer for the brand safety



Filter, understand
and possibly block
undesirable sites



Does not rely on cookies



Combine with Privacy Sandbox to
create tailored brand safety &
contextual targeting strategies

POLICY SHIFTS

such as GDPR and CCPA, among many others around the world, have created a seismic ripple throughout the industry. As old measurement fall away, the industry has an opportunity to collectively create better standards.

FAKE NEWS

Technologies that create deepfake videos are growing more sophisticated and threaten to further erode institutional trust.

THE COVID-19 PANDEMIC

A 'digital first' lifestyle is our 'new normal' Where consumers go, advertising follows and, with it, new opportunities to strengthen brand safety measures arise.

TOO MUCH BRAND SAFETY

As brands work to preserve their equity and authenticity, they should beware of becoming overly cautious. Doing so may decrease the impact of overall performance.



Brand Safety Webinar Series 2022

.....

IS BRAND SAFETY IN DANGER WITHOUT COOKIES?

Q&A



THANK YOU

www.mmaglobal.com/local-council/vietnam