Today's Agenda: Brand Safety Tool and Vendor Management Best Practices, Resources & Budgeting for Brand Safety

Opening Remarks

About MMA, Webinar Series Background & Context

Lou Paskalis, President & COO, MMA Global

Strategy Guide

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

Terri Schriver, SVP Enterprise Media, Bank of America

Benjamin Jankowski Senior Vice President, Global Media Mastercard

Yale Cohen, EVP, Global Digital Standards, Publicis Media

Twitter's Take

Fireside Chat: Consider needs of unique environments

Allison Shafir, Brand Safety Partnerships Lead, Twitter

Marissa McArdle SVP, Programmatic & Social Product, Double Verify

Concluding Remarks

Q&A + Overview of Brand Safety Institute

Neal Thurman, Co-Founder, BSI

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Brand Safety

In partnership with: **BSI** Brand Safety Institute

LEADING MARKETERS TO BRAND SAFETY EXCELLENCE

BRAND SAFETY ADVISOR

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?
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
BSI Brand Safety Institute / BANK OF AMERICA / aPlaceforMom	BSI Brand Safety Institute / BANK OF AMERICA / PMX	BSI Brand Safety Institute / BANK OF AMERICA / mastercard / AT&T	BSI Brand Safety Institute / gm / CVS Health	BSI Brand Safety Institute / BANK OF AMERICA / UNIVERSITY OF OXFORD

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The Brand Safety Strategy Guide, created for Marketers by Marketers

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

SAVE
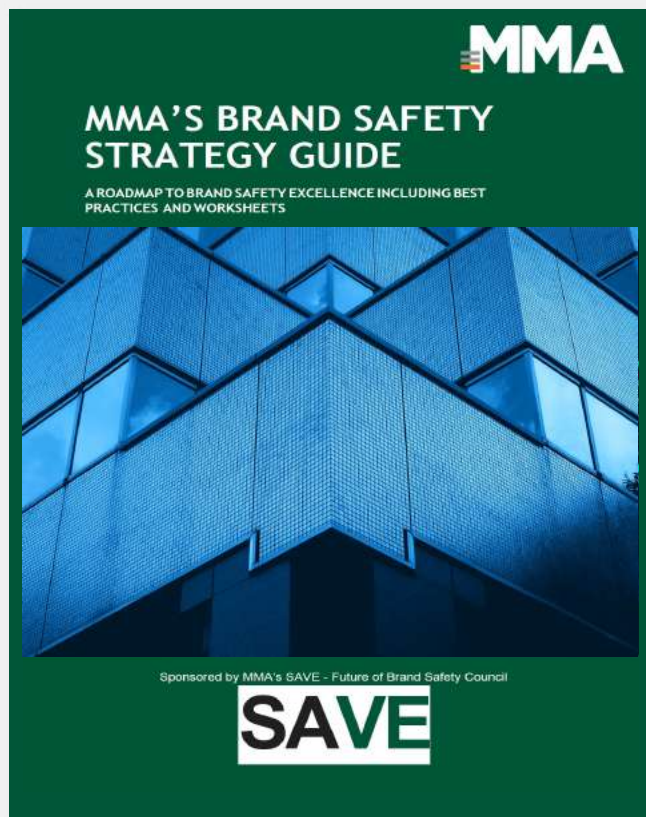
MMAs Brand Safety Guide

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 Ad 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?

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

Member Participants

SAMSUNG · JPMorgan Chase & Co. · gm · AT&T · TARGET · mastercard · P&G

Coca-Cola · LATAM · Beam SUNTORY · 1-800flowers.com · MARRIOTT · ebay

Chobani · CVS Health · Walmart · T-Mobile · AMERICAN EAGLE OUTFITTERS · AMERICAN EXPRESS

DUNKIN'

Match Group · MillerCoors · Ford · BANK OF AMERICA · RetailMeNot · Unilever

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**

Academic Team

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

MMA Global Events

■ **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

The Strategy Guide

Terri Schriver, SVP of Enterprise Media, Bank of America

Benjamin Jankowski, Senior Vice President, Global Media Mastercard

Yale Cohen, EVP, Global Digital Standards, Publicis Media

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.

As Senior Vice President, Global Media, he is responsible for managing the MasterCard investment in marketing communications.

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.

How do I budget for Brand Safety and Brand Suitability?

How risk adverse are we as an organization?

What is the value of the risk you avert by investing in brand safety measures?

Budgeting and Resource Allocation for Brand Safety

Internal Considerations

External Considerations

Brand Safety typically is an operational cost and CPM based.

Brand Safety will require internal resources to monitor and manage.

There are effectively "free" tactics and tool you should implement.

There is no one-size-fits-all solution in the marketplace.

Select industry-certified solutions that have broad support.

Do not rely strictly on your agency for brand safety.

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Strategies to ensure your brand safety and suitability standards are met

✓ Inclusion Lists: Lists of sites deemed safe and desirable

✓ Exclusion Lists: Lists of sites advertising should not run on

✓ Keyword Exclusion Lists: Words advertising should not appear next to

✓ Category Exclusions: i.e. adult content, gambling, alcohol-related, etc.

✓ Content Label Exclusions based on age

Changes in Terminology

- Remove "White List" and "Black List" from your vocabulary.

- Instead use "Inclusion List" or "Exclusion List".

The "Cost" of Keyword Exclusion Lists

It is understandable to want to avoid being associated with terms like "terrorism" or "disaster". However, blocking on news related terms will prevent your advertising from appearing on premium news sites – the exact location where you might want to reach your intended audience. Additionally, terms like "shooter" can have multiple meanings. Be judicious in your use of keyword exclusion.

Strategies to ensure your brand safety and suitability standards are met

✓ Content/Context Targeting: Content you want to appear next to

✓ Audience Targeting: Only serve ads to your intended audience

✓ Consider the dangers of placing ads in user-generated content platforms

✓ Require programmatic safeguards like ads.txt[1] and sellers.json[2] from media buyers

✓ PMPs (Private Marketplaces) help target specific sites, audiences and content to appear next to

Standardize your plan

- Standardize your approach across channels.

- Review at least quarterly. Content, keywords and audiences change over time.

- Ensure your vendors can execute on your strategy.

1 Learn more about ads.txt here: https://support.google.com/adsense/answer/7532444?hl=en
2 Learn more about and sellers.json here: https://support.google.com/adsense/answer/9889911?hl=en

Tactic Worksheet

Tools & Tactics	Included in strategy? (Yes/No/TBD)	Requires Vendor? (Y/N)	Applicable in which Channels (web, mobile, search, social, print, TV, radio…)	How to apply in each channel?	Stakeholder responsible
Inclusion Lists					
Exclusion Lists					
Keyword Exclusion					
Purchasing Using Programmatic Safeguards (Ads.txt)					
Domain level exclusion					
Category exclusion					
Content label exclusion					
…					

Standardize your plan

- Identify non-paid brand safety solutions and operationalize them as additional tools to manage brand safety.

- In which media channels do you deploy these tools?

- Who is responsible for each tool, per channel, if something goes wrong? Identify the internal and/or external stakeholders.

- What is the protocol or process for halting media? Who is the ultimate decisionmaker for halting media?

- Which stakeholders need to be informed of a "pause" in media? What is the protocol or process for starting up again? Who needs to be informed?

Vendor Assessment

✓ Align internally on needs and expectations around brand safety.

✓ Level setting around the key principles first will help to better direct the search for the ideal partner(s).

✓ The vendor selection process is complex but within your control. Break the process down into steps and stages, include all relevant stakeholders, document protocols, and establish clear criteria and parameters.

✓ Have a point of view and agreed-upon approach to brand safety for the business. Many of the recommended tools and processes can be scaled up or down as needed.

✓ Management of brand safety vendors and tools requires regular check-ins and updates because the tools and technologies used to monitor brand safety can shift as the digital landscape and needs of the business evolve.

Vendor Assessment Worksheet

Criteria	Vendor 1	Vendor 2	Vendor...
Key product differentiators			
Pricing models (flat fee, CPM..)			
Account/Client Support			
Relevant Integrations			
Reporting/Analytics			
Brand Safety Methodology			
Industry Accreditations			
Product Roadmap / Innovation			
Approach to Video			
Approach to Social/ Walled Gardens			
Approach to Display			
What is covered (investment spend, impressions...)			
...			

Needs Assessment

- Whether you're in the process of hiring a new vendor for a brand safety technology or replacing an existing one, this worksheet is a list of possible criteria to consider per vendor when doing your assessment.

- Understand your budget and perform a cost-benefit analysis to help you make decisions.

Key Takeaways

1 Determine the risks of brand safety/suitability infractions and budget accordingly.
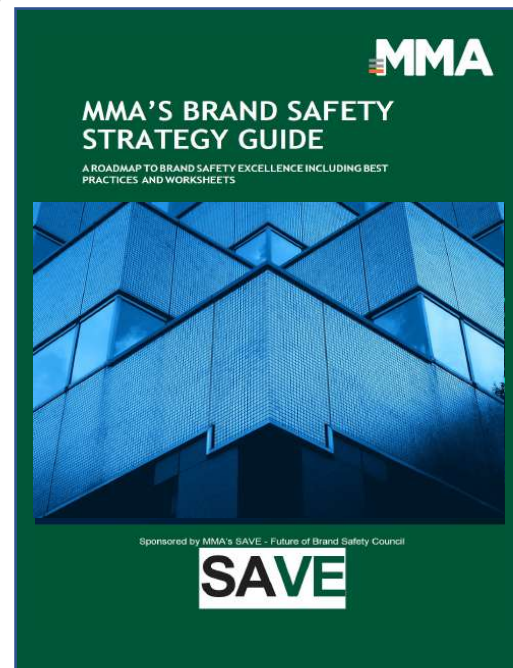
2 Brand Safety requires both internal and external resources aligned to the same goals.

3 There are some internal tactics and tools you should implement as part of your strategy.

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4 Conduct a needs assessment and develop RFP criteria before selecting a new partner.

5 Brand safety and suitability evolves over time. Evaluate continuously and work with partners that can react quickly.

6 Make sure key stakeholders are aware of the risks and costs of ensuring brand safety and help inform the process.

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Q&A

Twitter's Take: Fireside Chat with Double Verify

Allison Shafir
Brand Safety Partnerships
Lead, Twitter

Marissa McArdle
SVP, Programmatic & Social
Product, Double Verify

Consider needs of unique environments

Allison Shafir focuses on Strategic Partnerships within Twitter's Business Development team. She is primarily responsible for identifying, negotiating, and launching partnerships that drive growth in both revenue and user participation. Her role also includes analyzing industry trends to ensure that Twitter is well positioned to capitalize on emerging opportunities, including brand safety, payments, and commerce.

Marissa McArdle is responsible for the strategic vision and roadmap for DoubleVerify's social, programmatic, and platform verification, brand suitability, and performance products and integrations. Marissa is a digital product leader with more than 10 years of experience and leadership in the digital and cross platform media measurement space.

What works in one environment might not work or harm you in another!

DV
DoubleVerify

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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.
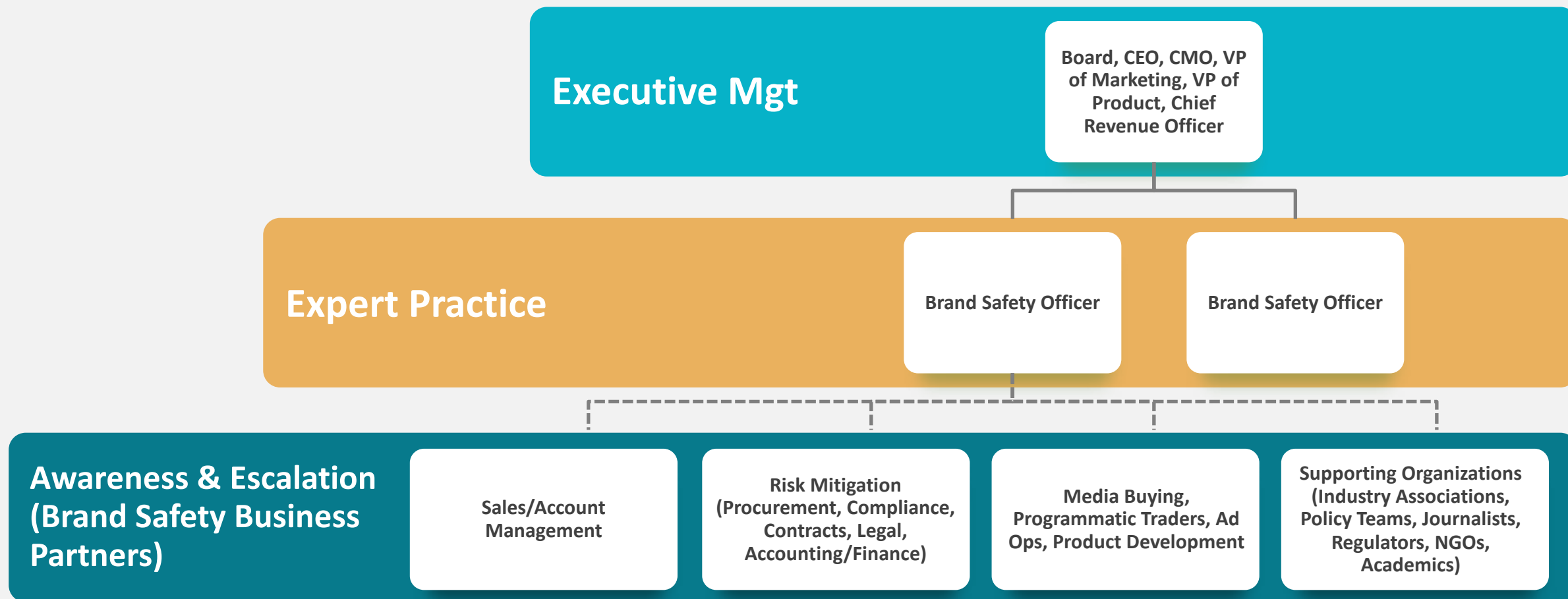
ACCREDITATION

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.

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Three Layers of Brand Safety

Executive Mgt

Board, CEO, CMO, VP of Marketing, VP of Product, Chief Revenue Officer

Expert Practice

Brand Safety Officer

Brand Safety Officer

Awareness & Escalation (Brand Safety Business Partners)

Sales/Account Management

Risk Mitigation (Procurement, Compliance, Contracts, Legal, Accounting/Finance)

Media Buying, Programmatic Traders, Ad Ops, Product Development

Supporting Organizations (Industry Associations, Policy Teams, Journalists, Regulators, NGOs, Academics)

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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