Brand Safety Navigator:

Chart a Course to Optimize
Your Ad Budgets and Protect Your Brand

Objective

Develop a brand safety/suitability approach including partner management with the goal of overseeing brands' digital marketing and advertising in order to mitigate potential risks.

Brand safety in digital advertising is an overarching concept that governs how a brand markets and advertises itself. Digital brand safety encompasses the methods and steps that a brand should take to ensure that its marketing and advertising suit the core brand equities and personality. The methods and steps taken protect the brand from risks associated with ad campaigns and placements that do not suit it and/or support content that is unacceptable.

The keys to understanding where your media is intended to run, where it is actually running (verification), quality of views (viewability, human vs bots) and risks of reputational harm and association (context, suitability, adjacency and standards) are the basis of digital brand safety.

Why should you care about Brand Safety?

Having a Brand Safety strategy and capability can allow your media budgets to go farther while helping ensure your brand's messaging reaches your intended audience in the right context and quality of content.

It is vital to ensure the safety of a brand in the digital advertising space. A brand's reputation can be hindered if it runs adjacent to unsavory content which may include pornography, hate speech or disinformation, to name a few. Equally as important to minimizing risks associated with unsavory content is the ability to review content and advertising opportunities that may appear to be challenging or unsuitable. Examples include legitimate news stories that would be blocked if ongoing reviews did not take place; ground breaking content that may be about new cultural or artistic genres; discussions or narratives that may be suitable for your brand but deal with controversial or edgy topics.

Having a strategy and trained personnel working towards avoiding such scenarios is essential to growing brands and leveraging a variety of content and genres in media plans. Operationally, there are tools and processes that must be deployed to execute on your brand's safety strategy. There are data considerations and tech options that must be part of what and how you move forward.

Key Brand Safety Considerations

Service & Scope

Expert led brand safety assessment and analysis to include:

Discovery:

- Understand brand goals
- Review current personnel and processes in place
- Analyze all partnerships and tools in use
- Identify current pain points and roadblocks of the organization
- Gather internal intelligence to help inform requirements

Primary Research:

- Interview leadership, stakeholders, and key personnel on brand goals and suitability
- Review current tech stack for brand safety/suitability capabilities and usage
- Overview of brand safety data usage and potential risks

Final Analysis & Recommendations:

- Personnel needs and Gaps
- System/Tools Requirements
- Uncover an Estimated Technology and Related Costs Savings
- Implementation Suggestions
- Capabilities Scoring Against the Proprietary 614 Brand Safety Operational Matrix

The core assessment is customized on individual brand needs, organization, structure and tech stack, the core brand navigator safety assessment can be followed by a deep dive into implementation recommendations and associated costs. In Phase 2, the focus will be on creating a process workflow and conducting a cost benefit analysis.

Rate Structure: $25,000 - $35,000 fee per brand for the standard Brand Navigator assessment described above. Any additional customized work will incur time & labor fees. Discounts are available for commitments to assess multiple brands.