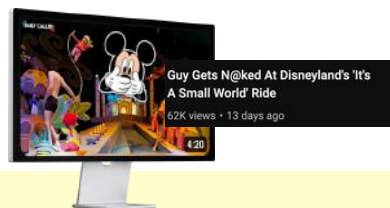


Mastering Brand Suitability on YouTube

Safeguarding Your Ads from Kids' Channels and Enhancing Brand Presence

Strike Social addresses ads inadvertently appearing in kids' channels head-on. **How do we do it?** The team integrates Google's latest tools, including YouTube's Content Theme Exclusions and enhanced keyword and topic targeting, to refine ad placements and bolster brand suitability in every campaign.

UNDERSTANDING THE CHALLENGE: NON-SAFE VS. NON-SUITABLE



Aspect	Non-Safe Channels	Non-Suitable Channels
Definition	Channels that feature content which may be harmful, offensive, or inappropriate for general audiences.	Channels whose content does not necessarily violate safety guidelines but does not align with a brand's values, target audience, or marketing objectives..
Sample channels	The " <i>Daily Caller</i> " channel contains content and themes that are not safe for brands.	Lankybox is technically a safe channel that would appear on 'Content Suitable for Families', but most marketers would say this is non-suitable .
Brand Impact when appearing on sample channels	Exposure to harmful or offensive content can severely damage a brand's reputation, leading to public backlash and loss of consumer trust.	Association with content that doesn't align with the brand's values or target audience can dilute brand messaging and alienate core customers.

GOOGLE'S NEW CONTENT THEMES

ENHANCED AD PLACEMENT CONTROL

Google's recent introduction of Content Suitability Themes allows advertisers to tailor their ad placements more precisely, ensuring alignment with brand values and audience preferences.

Google provides a proactive tool for brands to effectively eliminate exposure in kids' channels, while additional keyword and negative targeting options (Strike Keywords and Negatives List) refine this control, ensuring ads appear in environments that enhance brand integrity and relevance.

STRIKE SOCIAL'S STANDARD BRAND SAFETY CONTROLS



Negative Keyword Targeting

5000+ keywords, covering sexual, hot-button, off-color, and other NSFW topics, added at launch. This list is constantly updated through social media monitoring.

Topic Exclusion

Preventing ads from being shown on content relating to news and politics, religion, controversial countries/regions of the world, drugs, crime, men's interests (mature), and more.

Trending Negative Keywords

Routinely adding new keywords for current events.

Category Exclusions

Google's brand safety functionality. Strike excludes the following content: DL - MA: Mature Audiences, Content Not Yet Labeled, Tragedy & Conflict, Sensitive Social Issues, Live Streaming Videos, Sexually Suggestive Content, Sensational & Shocking, and Profanity & Rough Language

Video & Channel Placements

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