# Ensuring Brand Safety Is a Perennial Problem

## Brands don't want to associate with content that makes them look bad in any way
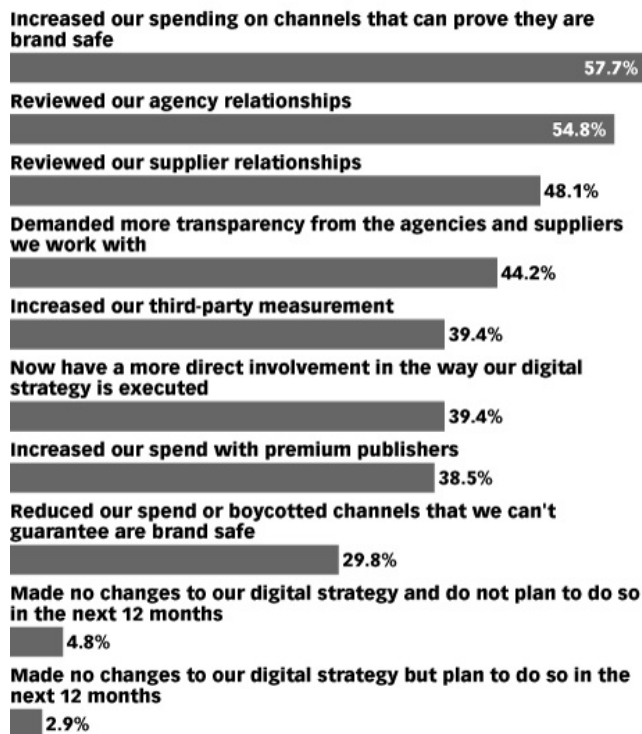
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**eMarketer Editors**

Last year's brand safety controversies stirred fears that advertisers would back away from platforms like Facebook and YouTube, but spending has continued to surge.

**Ways in Which US CMOs Have Changed Their Digital Strategy to Address Concerns About Brand Safety, Nov 2017**
*% of respondents*

**Increased our spending on channels that can prove they are brand safe**
57.7%

**Reviewed our agency relationships**
54.8%

**Reviewed our supplier relationships**
48.1%

**Demanded more transparency from the agencies and suppliers we work with**
44.2%

**Increased our third-party measurement**
39.4%

**Now have a more direct involvement in the way our digital strategy is executed**
39.4%

**Increased our spend with premium publishers**
38.5%

**Reduced our spend or boycotted channels that we can't guarantee are brand safe**
29.8%

**Made no changes to our digital strategy and do not plan to do so in the next 12 months**
4.8%

**Made no changes to our digital strategy but plan to do so in the next 12 months**
2.9%

Note: n=104 CMOs and marketing VPs; in the past 6 months
Source: Teads as cited in press release, Nov 11, 2017
233184                                                    www.**eMarketer**.com

Indeed, US advertisers continue to pour more than nine in 10 new digital ad dollars into the Facebook-Google duopoly.

Still, virtually all brands are making changes in how they operate in digital media to be safer going forward. This includes demanding more transparency and investing more ad dollars in quality environments.

According to November 2017 data from Teads, more than nine in 10 US CMOs surveyed had already begun making changes to their digital strategy due to brand safety concerns.

"Conversations with brands, ad tech firms, programmatic partners, publishers and platforms suggest all are making moves in this direction thanks to brands' reawakened concerns about safety," said senior analyst Nicole Perrin, author of a new eMarketer report, "The Brand Safety Dilemma: Looking Beyond Scale and Efficiency to Quality, Context and Common Sense."

The report examines why brand safety became a major concern in 2017, and what advertisers, publishers and their partners are doing to ensure ads are placed appropriately and to avoid future controversies. eMarketer PRO subscribers can access the full report here. Nonsubscribers can learn more here.