



Brand Safety: 2021 Topline Perceptions

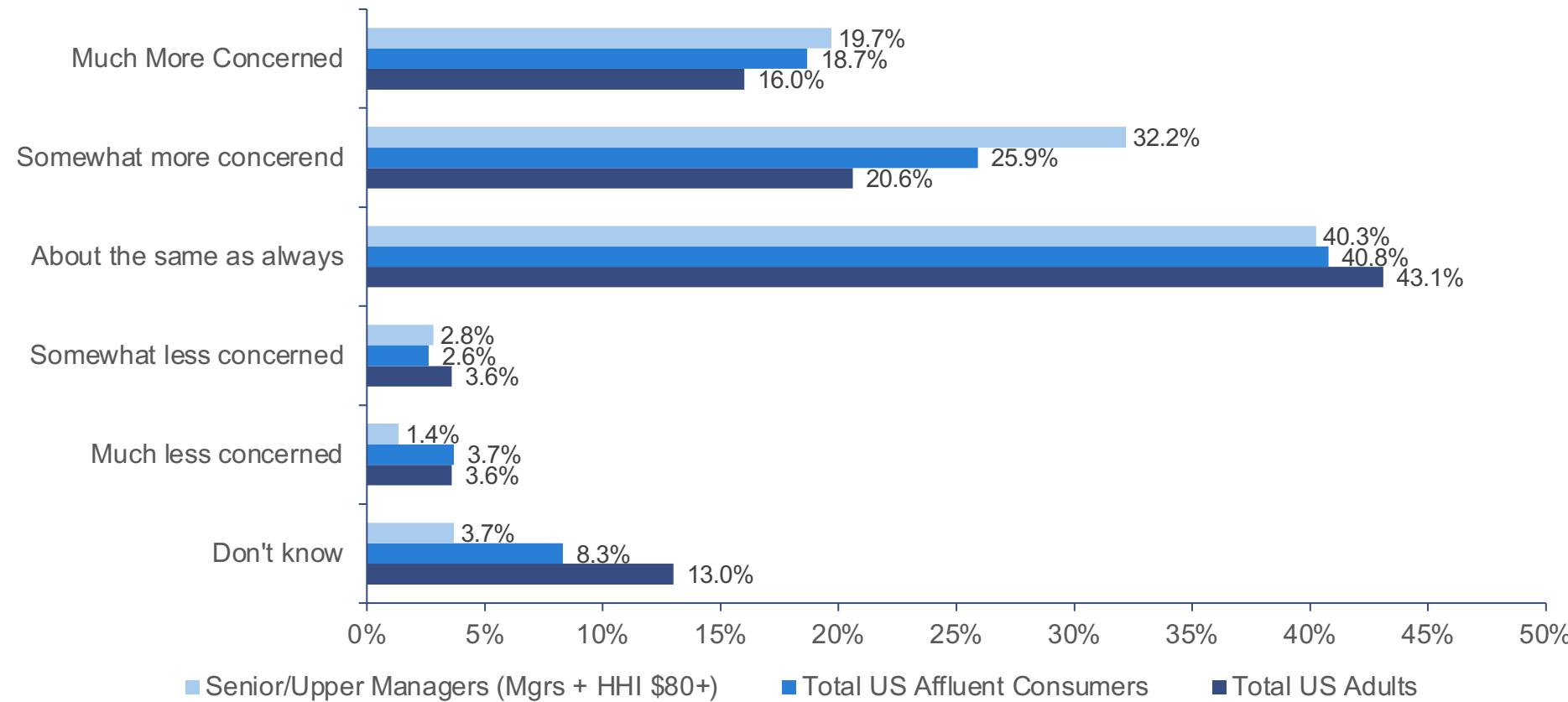
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GROUP

Background & Objectives

- The 614 Brand Safety Summit Series convenes many of the best minds in digital marketing to explore issues and solutions to brand safety in advertising
- While both B2B and B2C studies on brand safety exist, the evolving and complex nature of brand safety in digital advertising merits ongoing examination of consumer attitudes, comprehension and the place of brand safety in purchase decisions along with management perceptions
- To deepen the understanding of why brand safety matters, The 614 Group commissioned YouGov to field survey questions among Total US adults, affluent Americans and those in senior/upper management positions
- The survey questions were in the field March 26-29, 2021
- The YouGov sample of 1244 adults 18+ is representative of all US adults

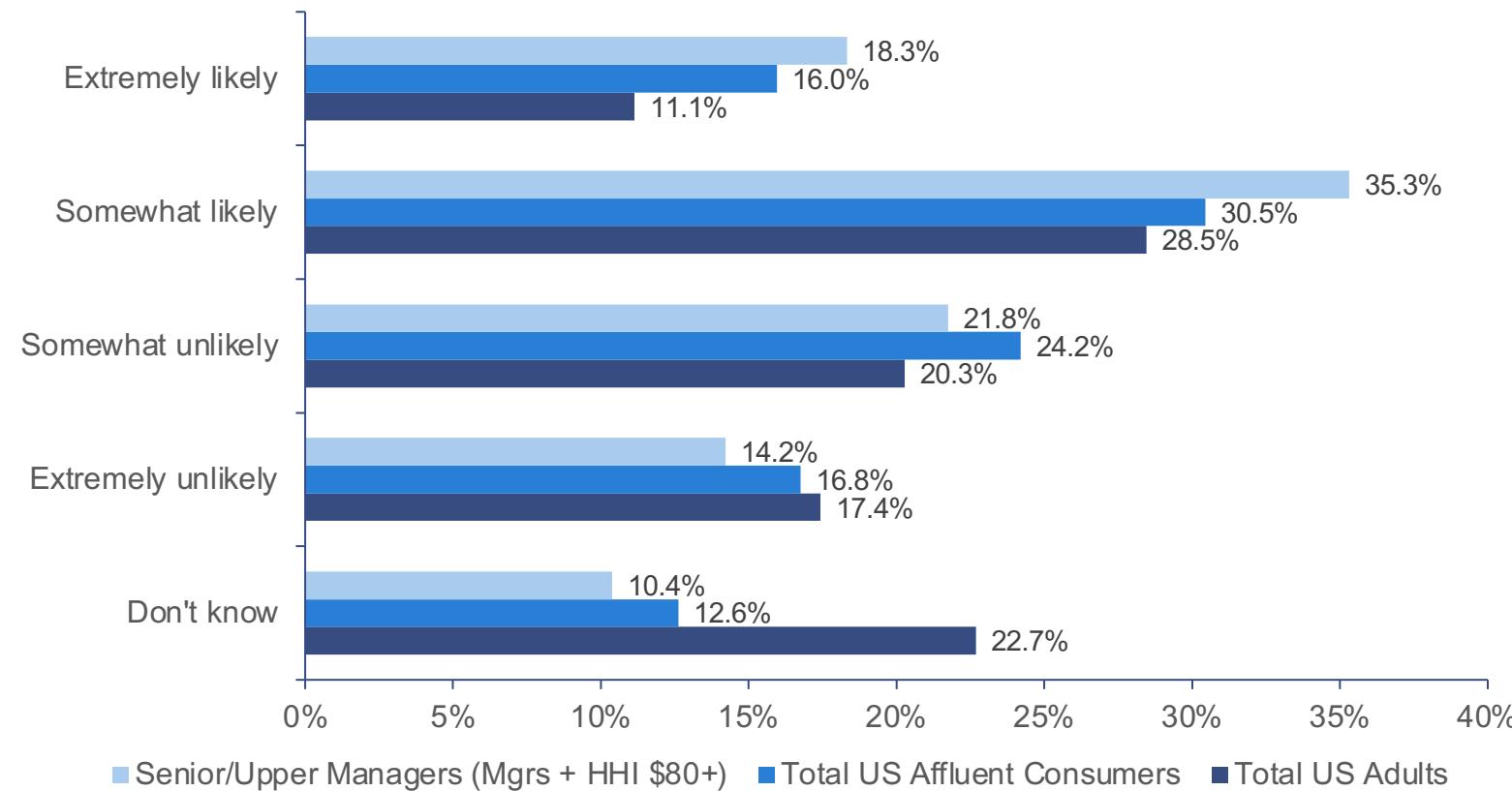
Concern About Ad Placement

Question: In the current social, political, and economic climate, are you more or less concerned about where you see brands' or companies' ads appear than you were two years ago?



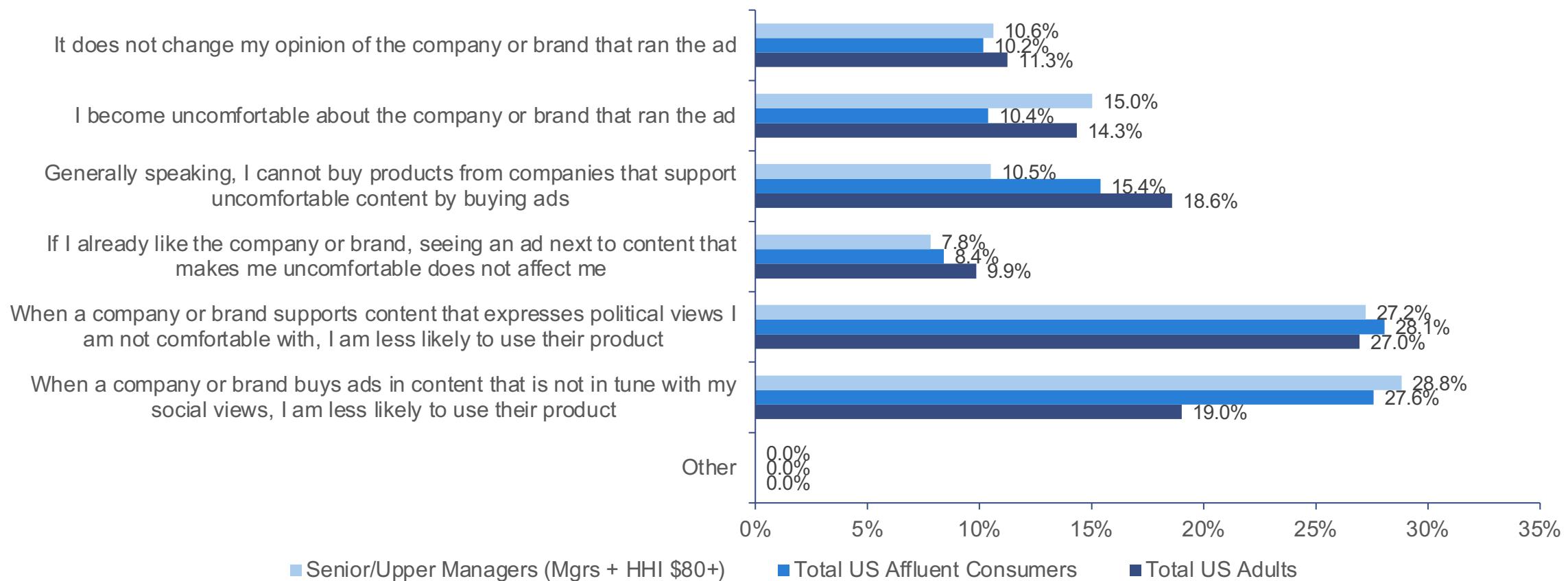
Likelihood to Make Purchase Decisions Based on Brand Ad Adjacency

Question: Thinking about advertising that is placed near different types of content, how likely or unlikely are you to personally decide to buy brands' and companies' products based on where their ads appear?



Attitudes Toward Brands'/Companies' Ad Placements Adjacent to Content that is Uncomfortable

Question: Thinking about seeing an advertisement next to content that you personally are not comfortable with, which one of the below statements best describes how that affects your views of the company or brand that placed the ad? Please select the option that best applies. (Asked of those likely to make purchase decision based on ad adjacency)





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