Brand Checklist:

Safety and Suitability for the Contemporary Media Landscape

- **Level Set with Clear Objectives:** Gain consensus among all stakeholders for a clear understanding of your brand's suitability guidelines.
- **Understand Your Safety & Suitability Coverage:** Ask your analytics and verification provider about your content classification guidelines and policies.
- **Get to Know Your Tools:** Understand your full brand suitability toolkit and how each tool plays a role in your brand strategy execution.
- **Review Your Creative Strategy:** Ensure creative imagery, language, and tone reflect brand values.
- **Know the Effect of Breaking News:** Consider how breaking news stories affect the creative strategy in light of potential imagery, language, and tone.
- **Never Stop Asking Questions:** Your verification provider can help you adopt the appropriate tools based on your brand's suitability preferences and sensitivities.
- **Establish a Scenario-Planning Cadence:** Consumer views and popular opinion can change quickly. Establish a business review schedule to consider cultural shifts, their impact on your brand and your customers. Conduct research to validate strategic shifts based on data.
- **Know Your Partners:** Review your brand's approved publishers lists regularly. Consider if editorial changes in management, point-of-view, publication policies, advertiser makeup, and other issues affect your strategy.
- **Evaluate Subject Allowances:** Are there new subjects, issues, causes that your brand wants to align with? These can be political (*Black Lives Matter, LBGTQ+, Planned Parenthood, Climate Change, Gun Control, etc.*) impacting long and short-term strategies.
- **Take a "Revisit, Reset, Repeat" Approach to Your Brand Suitability:** Constantly evaluate your guidelines to incorporate current events and news by revisiting your tool settings, resetting for current events, repeating as news cycles shift and evolve.