

THE GROWING PACE OF BRAND SAFETY CRISES

Brands can no longer just react to brand safety issues – they must recognize the fundamental shift that has happened in the area of brand safety in the last two years and face the challenge head-on.

December 2016

Advertisers on controversial conservative news site Breitbart come under fire for supporting alleged hate speech.

March 2017

The most newsworthy brand safety event of 2017 centered on Google and YouTube, as brands boycotted the sites after advertising was discovered placed next to terrorist and extremist content. Google and YouTube have since doubled down on efforts to increase brand safety, but the issue remains widely debated.

September 2017

Facebook is forced to pull features that allow advertisers to target users based on anti-Semitic terms and phrases.



November 2016

Following the 2016 presidential election, Facebook's "fake news" controversy comes to a peak, as false headlines and hoaxes are shared widely on the platform and are rumored to have influenced the election. Facebook promises to crack down on fake news.



January 2017

Procter & Gamble chief brand officer Marc S. Pritchard embodies marketer frustrations with brand safety issues in a speech calling for greater transparency in the digital ad-buying process. Later in the year, P&G cut \$100-\$140 million in digital ad spending in response to these issues.



April/May 2017

TV host Bill O'Reilly becomes embroiled in scandal, causing advertisers to flee and Twitter watchdog groups to blast remaining advertisers. Fellow TV host Sean Hannity loses advertisers over controversial statements made on his show; Twitter becomes a battleground between groups calling for either advertiser boycott or support of Hannity.



October 2017

Facebook's fake news controversy continues following the Las Vegas shootings, in which fake news and hoax stories propagated through the platforms.