



zulu5

Watching the good, the bad and the ugly



© marketoonist.com

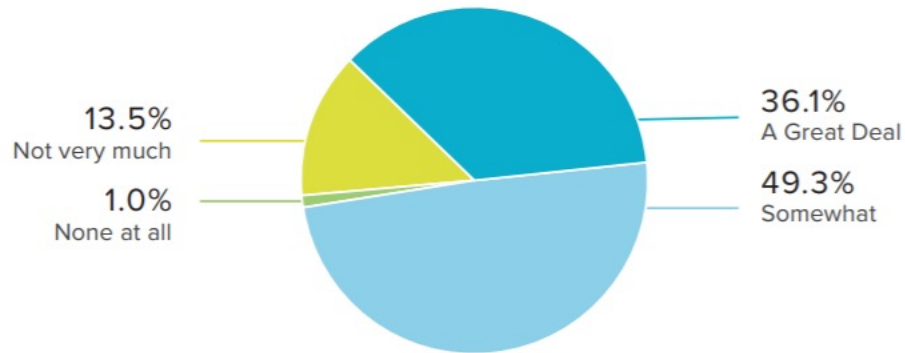
Was macht eine starke Marke aus?

Starke Marken haben klare **Markenkernwerte**, eine eindeutige **Positionierung** und eine langfristig definierte Markenstrategie. Im operativen Geschäft sorgt eine konsequente Markenführung mit Hilfe der **Markenregeln** für deren Umsetzung. Dadurch wird sichergestellt, dass die Marke innerhalb ihrer **Glaubwürdigkeitsgrenzen** bleibt und diese nicht überschreitet. (brand-trust.de)

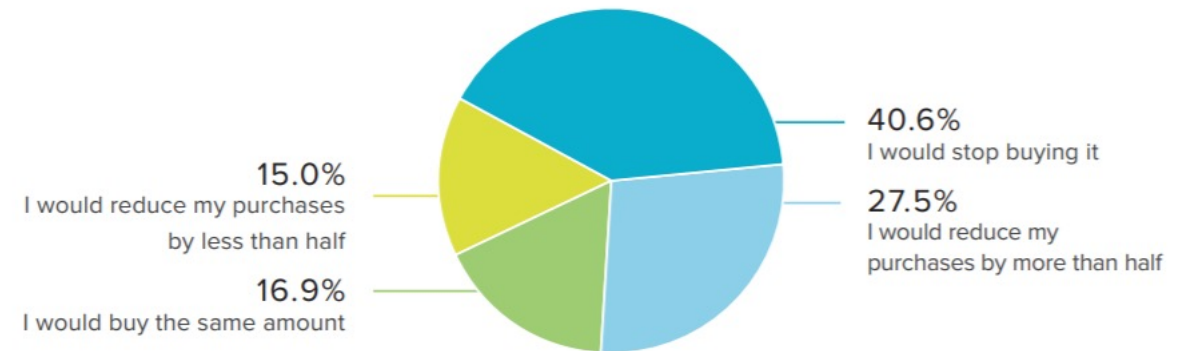
Weshalb ist Brand Safety wichtig?

Es geht um Risikomanagement

How much of the content that is online today do you believe is dangerous, offensive, or inappropriate for some users?



If you discovered that ads for a consumer product you regularly buy had appeared on a website promoting illegal activities, such as stolen videos and other content, how much would you reduce your purchases of that product?



Viele Verbraucher betrachten die Anzeigenschaltung als eine absichtliche Befürwortung des Inhalts

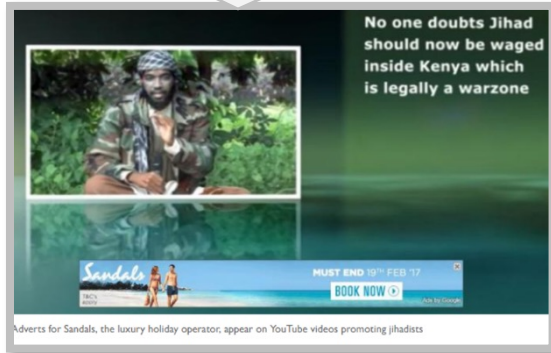
Der grosse Push im 2017

02/2017

TIMES INVESTIGATION

Big brands fund terror through online adverts

Household names unwittingly pay extremists and pornographers

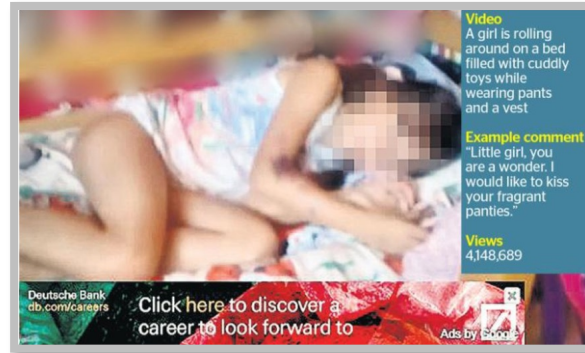


11/2017

TIMES INVESTIGATION

YouTube adverts fund paedophile habits

- Tech giant makes money from videos of undressed children
- Anger mounts as platform branded a 'sweet shop' for perverts



03/2018

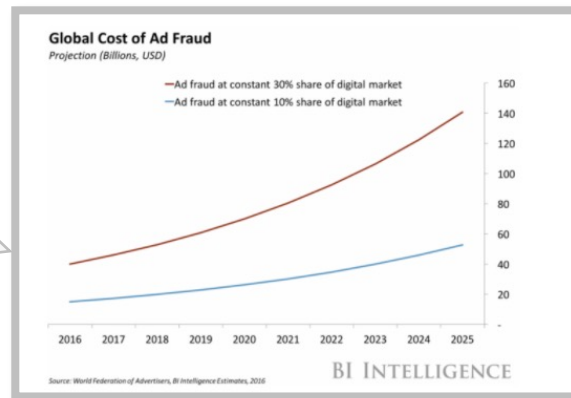
CNN tech

Advertisers flee InfoWars founder Alex Jones' YouTube channel

03/2017

BUSINESS INSIDER

Ad fraud estimates doubled



Das Thema ist noch nicht gegessen

Frankfurter Allgemeine

ZEITUNG ● FAZ.NET

🏠 Politik **Wirtschaft** Finanzen Feuilleton Karriere Sport Gesellschaft Stil Rhein-Main Technik Wissen Reise

Abo

WERBE-FAUXPAS

VW bedauert Werbeanzeige bei „Breitbart“

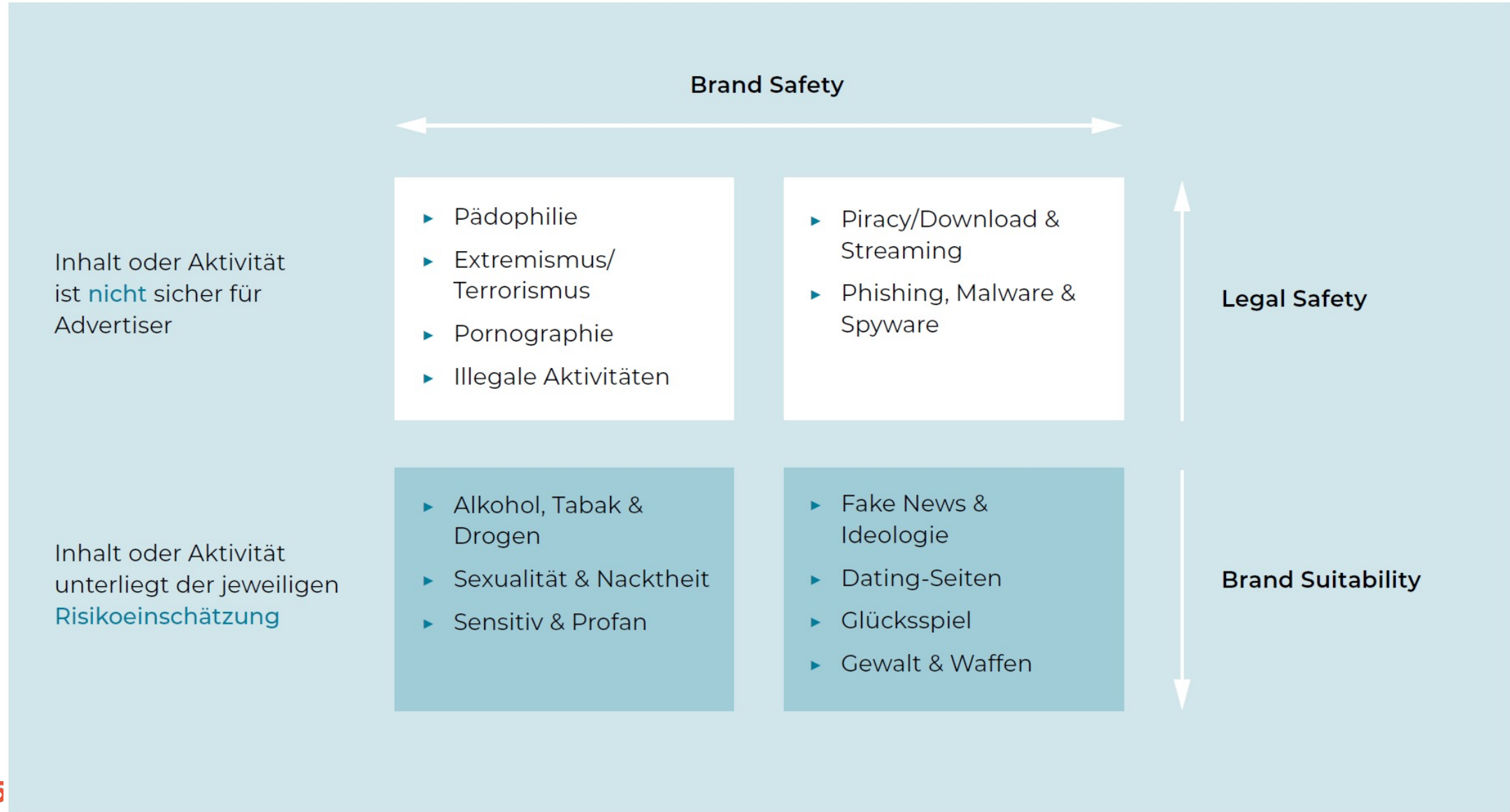
AKTUALISIERT AM 19.02.2021 - 08:27



Wieder einmal steht Volkswagen wegen einer Werbung in der Kritik. Auf der rechten Nachrichtenseite „Breitbart“ erschien eine Anzeige des Unternehmens. VW entschuldigte sich und versprach Aufklärung.

Einordnung Brand Safety

Legal Safety vs Brand Suitability



Was ist eure Einschätzung?

<https://www.epochtimes.de>

<https://pimple-popping.com>

<https://www.bitchute.com>

Ich hoffe mal auf Spenden

Geringes Risiko - Affiliate

JUST 3 DAYS REMAIN TO SAVE THE EXPOSÉ - Less than 0.1% of our readers support us even though we rely solely on your support. But if every single person reading this supported the Exposé today then we could remove this annoying banner as The Exposé would have the funds to keep running for another year...

THURSDAY, JANUARY 27TH, 2022

THE EXPOSÉ

HOME | DID YOU KNOW? | OPINION PAGES | THE EXPOSÉ BLOG | WORLD NEWS | KEEP UP WITH THE EXPOSÉ | CONTACT US | ABOUT US

WE NEED YOUR SUPPORT | HOW BAD IS MY COVID-19 VACCINE BATCH?

Search

Vaccinated account for 4 in every 5 Covid-19 Hospitalisations & Deaths in the past month; the majority Triple Jabbed

Support The Exposé

DONATE

Public Health Scotland's (PHS) weekly Covid-19 Statistical Report contains figures on hospitalisations, and deaths by vaccination status and the latest report does not



NEWTUBE

Last Hour | Last Day | Last Week | Last Month | All Time | All Uploads

Last Day (33.0k)

Category: Category Overview | File Type: All

NewTube Related

- THE LEFT'S CANADA ENVY - 277 views - Believe It - 256 views last 24 hours
- barcelona last night... - 524 views - QUAZIMOTO - 235 views last 24 hours
- A brief message from Dr. Sherri Tenpenny and Sheila Hemphill - 246 views - Just4Looking - 153 views last 24 hours

HOME | ABOUT | HEALTH | GOVERNMENT | SOCIETY | WORLD | TYRANNY | COMMENTARY | ENVIRONMENT | MEDIA | FINANCIAL | MILITARY

NEWS TICKER | January 27, 2022 | Conservative MPs Break with Leader O'Toole to Support Truckers' Freedom Convoy Protest

LATEST NEWS & ARTICLES

- Conservative MPs Break with Leader O'Toole to Support Truckers' Freedom Convoy Protest
- Poland Set to Reject EU Climate Directive
- Bombshell: Extensive Corona Data Manipulation Revealed in Austria
- Doctor Who Discovered Omicron: 'I Was Ordered to Label This Variant Serious'
- Analysis By German Prof: 'Thousands Of Hidden Deaths Daily' May Be Greatest Medical Debacle In

Home > GOVERNMENT > Doctor Who Discovered Omicron: 'I Was Ordered to Label This Variant Serious'

Doctor Who Discovered Omicron: 'I Was Ordered to Label This Variant Serious'

January 26, 2022 | TLB Staff | GOVERNMENT, HEALTH, Tyranny, WORLD

Dr. Angelique Coetzee Pressured by EU Scientists & Politicians to Say Omicron Was Serious

When the Very Opposite Was True

Doctor who discovered Omicron: 'I was ordered to label this variant serious'

HELP TO SUPPORT TLB PROJECT

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Safe & Secure

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The Liberty Beacon

RESTORING THE PRIDE TALK

Recht auf Meinungsfreiheit

Erhöhtes Risiko – v.a. GDN und Native

The screenshot shows a website interface with a navigation bar at the top containing the logo 'BLABBERBUZZ HEAR YE', a 'MEME FUN' button, and login options for Google+, Twitter, Facebook, and LinkedIn. The main content area features a large article titled 'Even Progressive Heaven Harvard's Polls Show That Trump 'Will Destroy' Rivals In '24' with a 'Read More/Debate Here' button. To the left of the article are three vertical ad units, each with a thumbnail image of a woman and the text 'Lust auf Texten per Handy? Nina Devil'. Below the article is another ad for 'BENU+ FFP2-Masken' priced at '0.65 Rp. / Stück' with a 'JETZT BESTELLEN' button. On the right side, there is a 'Today's News' section with several news items, including 'MLK's Family SLAM Biden For Using Race Card', 'Education Secretary Faces Resignation Calls', 'Watch: Bill Maher's Mask Joke Infuriates Libtards', 'Ukraine: Biden To Blame If WW3 Breaks Out', and 'BLM DEMANDS Slaughtered Cops NOT Seen As Heroes'. At the bottom right, there is a 'Must Watch: What Biden Said To Kamala Only' section.

Advertisement

GLM Global Liberty Media | **Wok Rezepte von Kikkoman** | [Offnen](#)

HOME ECONOMY WORLD POLITICS CULTURE AND LIFESTYLE FAKE NEWS WRITERS

Home > Writers > David Rissold > Gauging Elaboration Likelihood to Covid-19 Interventions Through The Health Belief Model.

Writers: David Rissold | Media: Fake News | Culture and Lifestyle | Health & Fitness

Gauging Elaboration Likelihood to Covid-19 Interventions Through The Health Belief Model.

By David Rissold - January 4, 2022

Share | Facebook | Twitter | Google+ | Print

Mundgeruch = Probleme
Mit diesen einfachen Lösungen haben Sie nie mehr Mundgeruch.
GetFitHealth.com

MOST POPULAR

- The Fallacy of the Right (and Left) Extreme
May 25, 2018
- Healthcare – The Gift that Keeps Giving!
February 26, 2020
- Fulton County, Georgia, Registration and Elections Financial Review
August 30, 2021
- The Laffer Curve applied to the GOP Tax Plan.

Traumhafte Karten gestalten
Grosses Auswahl an Vorlagen. Top Qualität. Schneller Lieferservice. Schösch-Verlag AG

[Offnen](#)

OAN One America News Network | **Watch OAN ANYWHERE!** | **FREE TV! WATCH LIVE NOW** | **KnowTV**

TOP NEWS WORLD BUSINESS TECHNOLOGY SPORTS ENTERTAINMENT VIDEO SHOP Thursday, January 27th

TRENDING DR. MARIK: DOCTORS ARE TARGETED FOR PRESCRIBING OFF LABEL MEDS FOR COVID-19

SEARCH

Ukraine Government Slamming Biden's 'Panic' Over Russia

OAN Newsroom
UPDATED 1:40 AM PT - Wednesday, January 26, 2022

The Pentagon has placed nearly 10,000 U.S. troops on heightened alert, meaning they are ready to deploy against Russia over a possible Ukraine invasion. However, this has resulted in a barrage of criticism from Ukrainian officials. One America's Chief White House Correspondent Chanel Rion has more.

OAN launches FreeTalk45: Freedom of Speech Online -- Join Today!

Dr. Marik: Doctors are targeted for prescribing off label meds for COVID-19

Ariz. Senate passes election security initiatives

FreeTalk 45
www.freetalk45.com

ONE AMERICA NEWS

04:23

USA | **LIFE SITE** | SUBSCRIBE READ WATCH DONATE

OPINION

COVID vaccines are a spectacular failure, data show

Data analyses from multiple countries show a negative correlation between COVID vaccination rates and worsening infection rates and other health trends.



Children's Health Defense

BEFORE IT'S NEWS | Featured Economy Health Beyond Science Power of Belief Sustainable Living Inspiration Live Video Top 50 Most Recent Shopping Categories

Read the BeforeIt'sNews.com story here. Advertise at Before It's News here.

RECOMMEND CONTRIBUTOR

Now: 22	Story Views
Last hour: 98	
Last 24 hours: 2,081	
Total: 2,081	

Official Public Health Data: Strong evidence "Fully Vaccinated" Now Suffering Antibody Dependent Enhancement or AIDS - Or Worse, Both

Wednesday, January 26, 2022 19:07

23 Shares

God's Word - Proverbs 4
[Listen to God's Word on Youtube!](#)
[Donate to Share God's Word!](#)

UNLOCK
THE SECRETS TO YOUR WILDEST DREAMS WITH TESLA'S 3-DIGIT UNIVERSE CODE

Thursday, January 27, 2022

The Freedom Articles
Get a Dose of the Truth
Alternative Media | Independent News

Conspiracy Propaganda Big Government Corporatoracy Geopolitics Health Solutions Mysteries General

5 Experiments and Syndromes to Account for Mass COVID Trance Behavior

Published 2 months ago on December 9, 2021
By Malia Freeman

AT A GLANCE...

- THE STORY:** Experiments as far back as 1951 have shown us that human nature has a tendency to conform and obey authority against its own instincts and moral code.
- THE IMPLICATIONS:** Do these 5 experiments and syndromes explain the many psychological aspects of Operation Coronavirus?

People are walking round in a COVID trance

or a COVID hypnosis as I covered in a previous article *How the Masses Were Hypnotized into the COVID Cult*. The orchestrators of the COVID scamdermic understand human psychology very well and have been able to cleverly exploit psychological weaknesses in order to manipulate the masses to another compliance.

THE GARDEN LOWER
50 Plants + Composting 4 Square foot Self fertilizing Ultimate Patio Farm

Respected Radio Makers Did the Unthinkable...

QOOES
ZUM SHOP

Informed!

ALL NEWS PIPELINE
The Best Mix Of Hard-Hitting REAL News and Cutting-Edge Alternative News On The Web! That is what you get at All News Pipeline. What will you get from ANP apparel? The best mix of comfort, style, and a sense that you are a free thinker.

LIBERTARIAN APPAREL
LIBERTAS BELLA

January 23, 2022

"The Best Mix Of Hard-Hitting REAL News & Cutting-Edge Alternative News On The Web"

This Is Going To Get Very Ugly: The MSM And Democrats Have Been Conducting A Terror Campaign Against Americans - What Are Those Scared Sheep Going To Do When All Covid Restrictions Are Lifted Here In The U.S.?

- The Simple Answer Is 'Panic'

Anyone With Blurry Eyesight Should Watch This (They Hide This From You)

Want To Make Money Online? Then You Need To See This!

By Susan Duclos - All News Pipeline

Investieren ab 25 CHF
Teure Aktien? Kaufen sie jetzt nur einen Bruchteil davon!

Over the course of the past two

Eigene Universen

Geringes Risiko



MARTIAL LAW | PRIVACY WATCH | FALSE FLAG | DEEP STATE | POLICE STATE | TYRANNY

Report: Nancy Pelosi's son tied to paper trail of alleged fraud, five companies probed by feds

01/16/2022 / By News Editors



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Get independent news alerts on natural cures, food, cannabis medicine, science, robotics, drones, privacy and more.

TIME SENSITIVE OFFER. Subscription confirmation required.

RECENT NEWS & ARTICLES

Publicity stunt: January 6 lawyer says 'fantasy' Rhodes meant to stop his promised 'test' 01/16/2022 / By News Editors

Report: Nancy Pelosi's son tied to paper trail of companies probed by feds 01/16/2022 / By News Editors



ROFL | ANTI-RACISM | TWISTED | CAMPUSSANITY | OUTRAGE SPOT | INSANITY

Jeffrey Prather reveals Deep State's role in Jan. 6 Capitol Hill incident - Brighteon.TV

01/17/2022 / By Kevin Hughes



Jeffrey Prather revealed the role played by the Deep State in the January 6, 2021 Capitol Hill incident during the Jan. 7 episode of the "The Prather Point" on Brighteon.TV.



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TIME SENSITIVE OFFER. Subscription confirmation required.

RECENT NEWS & ARTICLES

Jeffrey Prather reveals Deep State's role in Jan. 6 Capitol incident - Brighteon.TV 01/17/2022 / By Kevin Hughes

It's all when Dems do it: Feds dropped charges against 01/16/2022 / By News Editors



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Most Viewed Articles

Friday | View | Month | Year

Share World's greatest: now available for download: How to survive the post vaccine die-off and global economic hardship - full download of MP3 files and PDF transcript - NaturalNews.com

Since covid first appeared, doctors, scientists, technologists have been getting nowhere - what's really going on here? - NaturalNews.com

A simple amino acid treatment protocol helps over 10 patients recover faster - NaturalNews.com

Did the CDC stage the "escaping monkeys" as a cover story for releasing the next bioweapon? - NaturalNews.com

Woman who came into contact with escaped lab monkey showing potential signs of infection - NaturalNews.com

SYSTEMIC RACISM at the highest levels: U.S. government caught targeting "us" with healthiest methods of covid vaccines - NaturalNews.com

Nigeria government deletes data showing that 95% of "unvaccinated" covid deaths are actually NEWLY VACCINATED deaths - NaturalNews.com

The NIH is funding a new animal experiment center in Texas to develop vaccines for EBOLA - when will the next "lab leak" go down? - NaturalNews.com

Doctor tells patient: Vaccines are going to be dropped - NaturalNews.com

Situation Update: postcard RESUMES thanks to a

Biden cuts off America's supply of monoclonal antibodies - only "vaccines" allowed

Wednesday, January 26, 2022 by Ethan Huff
Tags: healthcare, administration, biosecurity, banned, Biden, COVID, DeSantis, EJA, election, FDA, Florida, genocide, hospital, homicide, medical, medical terrorism, monoclonal antibodies, passive vaccine, Plandemic, Regeneron

Bypass censorship by sharing this link:



Youtube Kanäle



Youtube eingebettet

The screenshot shows the YouTube channel page for 'WHATFINGERVIDEO'. The channel logo features a thumbs up and thumbs down icon with the text 'WHATFINGERVIDEO' and 'Thumbs Up or Thumbs Down on Breaking News & Commentary'. The navigation bar includes 'Clips Home' and 'Conservative News'. A top video player is partially visible with a play button and a video thumbnail showing a sneaker and the text 'THE AIR JORDAN 1 MID 0.12%'. Below the player, there is a 'TOP VIDS' section with a video titled 'DEMOCRATS Are SWITCHING PARTIES Like NEVER BEFORE!!!' featuring a man's face. To the right, there is a political advertisement for 'AMERICA WILL RISE AGAIN' with a picture of Donald Trump and the text 'WOULD YOU VOTE FOR TRUMP A 3RD TIME, OR 4TH'. Below that is an advertisement for 'Inter Discount' featuring a woman and a smartphone, with the price '29.95' and a 'Zum shop' button. A warning message at the bottom of the ad says 'This Video Will Soon Be Banned. Watch Before It's Deleted'. The page also shows social media sharing icons for Facebook and Twitter, and a 'TOP VIDS' button.

Link Aggregatoren

FREE PATRIOT NEWS

KNOWLEDGE IS POWER

HOME | LAST 24HRS | RESOURCES | CONTACT

THURSDAY, 27 JAN 2022

Free Patriot News is a news aggregator for news sources all over the web. The site is constantly updated with the latest news articles from our sources. Hover over any link for a short description or click on any link to read the full story. Like us on Facebook or send our link to friends and family and help the revolution grow.

InfoWars

-  ["Dangerous and Ineffective" Covid Vaccines "Need to be Withdrawn from Market." Vaccine Researcher Tells Tucker](#) NEWS
-  [Video: Mother Claims School Locked Child In Library For Not Wearing Mask](#) NEWS
-  [Watch: Dr. Peter McCullough Blasts Vaccines, Censorship On Fox News](#) NEWS
-  [My My, Hey Hey, Joe Rogan Is Here To Stay: Spotify Agrees To Remove Neil Young After His Ultimatum](#) NEWS
-  [French Philosopher Says Massive Demographic Changes in Europe Are "Obvious"](#) NEWS

[More »](#)

Alternet

-  [Breyer denies McConnell's plan to refuse a Biden Supreme Court appointment](#) NEWS
-  [Allies revolt after Trump endorses rival to MAGA darling: He 'has it completely wrong'](#) NEWS
-  [Republicans raising money off invented 'rumor' that Michelle Obama is running in 2024](#) NEWS
-  [Reporter pushing right wing talking points can't answer press secretary's basic questions about them](#) NEWS
-  ["I see what you did there": Jen Psaki cracks up White House reporters by mocking Peter Doocy's trick question](#) NEWS

[More »](#)

Drudge Report

- [Crypto, NFTs Rife With Fraud, IRS Says...](#) NEWS
- [Russia moves troops and USA sends weapons as fear of war mounts...](#) NEWS
- [ANDROID...](#) NEWS
- [Showdown plays out one meme at a time...](#) NEWS
- [UPDATE: DRUDGE APP IPHONE, IPAD...](#) NEWS

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amazon

[Privacy](#)

Nicht nur USA

EinReich.ch Nachrichten Bilder Video Kommentare TOP Du bist dran Anmelden

GLOBALIZATION PARTNERS
7 Global Compliance Challenges
Don't Let These 7 Compliance Challenges Interfere With Your Global Expansion. Learn More.
Globalization Partners [Open](#)

Aktuell gelesene Artikel ...neue lesen

Warum Deutschland mit einer linken Ampelregierung eine epochale Gewalttätigkeit droht Akute Kriegsgefahr: Russland will die USA zwingen, die UN-Charta zu respektieren

ALLE NACHRICHTEN HEIMAT WELT NACHBARN LUSTIGKEIT

Steuerberater in Ihrer Region - Wir sind für Sie da
Landesverband der Steuerberater im Kanton St. Gallen
[OFFENEN](#)

PATRIOT.CH
Nicht links, nicht rechts.
BUNDESPLATZ UMFRAGE PAROLEN SHOP GALERIE PATRIOT INFO HEIMARCHIV DIVERSES SPENDEN

BUNDESPLATZ

ragen ab sofort keine Live Streams mehr von Demos! Hört auf Streams zu schauen, kommt selber.

+TOP3+
Jetzt Spenden für Foto Equipment.
Jetzt Spenden für Foto Equipment.
TELL WO BIST DU?? T-Shirt

Legitim.ch
NEWS VITA SYSTEM NEWSLETTER SHOP REDAKTION

JÜRGEN WOLDT im Gespräch
Körperfelder & 5D-Bewusstsein

Unsere Körperfelder sind die Verbindung zu höheren Dimensionen (Interview Jürgen Wolzt)
Der Grund warum die Mainstream-Wissenschaft immer neue Probleme schafft, anstatt sie zu lösen, ist, dass sie auf trügerischen...

QAnon
WokeChange Am JournalismusTag 2021? Wettermanipulation geht in die nächste Runde? Bilderberg Treffen in Turin Vom 7. Bis 10. Juni 2018 - Total Surreal Agent 0 - Verbindungsfalle Zum Kauf Hinter Den Kulissen Jahrelange Verweigerung: Gial Prostitutionierung Mit Minderjährigen In England Aufgedeckt! Mainstreammedien Schweigen

Bilderberg Treffen in Turin vom 7. bis 10. Juni

UNCUT-NEWS
UNABHÄNGIGE NEWS UND INFOS

UNCUT-NEWS MEISTGELESEN TAGES-TIPP VIDEO-TIPP KONTAKT

Europa in den Schützengräben gegen den erfundenen Feind
uncut-news.ch +++ 27/01/2022
Weiterlesen

Bidens ukrainischer Albatros

UNCUT-NEWS AUF TELEGRAM & YOUTUBE
Suche...
Abonniere unseren

Wie findet man solche Seiten?

The image shows a screenshot of a Telegram channel page for 'Lawyers of Light'. The channel has 27.6K subscribers. The main content area displays two posts. The top post is titled 'Mail Online' and discusses a lawsuit against an LA charter school for denying classroom access to unvaxxed students. The bottom post is titled 'Lawyers of Light' and is a forwarded message from Becker News, reporting that the FDA has refused to turn over documents and Pfizer has intervened in a major court case. The post includes a link to a tinyurl and a video thumbnail showing a syringe and vials in front of an FDA logo. On the right side of the channel page, there is a search bar, the channel's profile picture, name, and handle (@lawyersoflight). Below this, statistics are shown: 27.6K subscribers, 1.47K photos, 728 videos, 27 files, and 3.38K links. A blue button labeled 'DOWNLOAD TELEGRAM' is present, along with the text 'to view and join the conversation'. At the bottom of the right sidebar, there are links for 'About', 'Blog', 'Apps', and 'Platform'.

Lawyers of Light
27.6K subscribers

Search

Mail Online
LA charter school faces lawsuit for ROPING OFF unvaxxed students, denying them classroom access and threatening them with suspensions
Some students feel New West Charter School's vaccine mandate is denying them their rights to an in-person education. The charter school is facing a lawsuit over the policy.
3.1K 23:53

Lawyers of Light
Forwarded from Becker News
BREAKING. 🇺🇸
FDA refuses to turn over documents, Pfizer *intervenes* in major court case. ▼
tinyurl.com/bdz4tvmv
Becker News

Lawyers of Light
@lawyersoflight
27.6K 1.47K 728 27 3.38K
Subscribers Photos Videos Files Links
A channel with template letters and useful information from lawyers dedicated to helping bring the truth and who wish to serve the people of the UK and the world, protect god given rights and promote justice for all
DOWNLOAD TELEGRAM
to view and join the conversation
About Blog Apps Platform

FDA
FDA Stonewalls After Judge Refused to Give It 75 Years to Produce Vaccine Data, Pfizer Has Now Intervened
The FDA "has now asked the Court to make the public wait until May for it to start producing 55,000 pages per month"...

3.1K 23:54

Wie kommt meine Werbung auf solche Seiten?

[https://app.zulu5.com/alerts/details/00000902871137_5?token=jVsfLeVzF6mgDt2ktgp8sg%3D%3D&customAdSourceIds\[\]=1260](https://app.zulu5.com/alerts/details/00000902871137_5?token=jVsfLeVzF6mgDt2ktgp8sg%3D%3D&customAdSourceIds[]=1260)

[https://app.zulu5.com/alerts/details/00000902732764_8?token=Llj6qHONCvMcBWwRYLk4Tg%3D%3D&customAdSourceIds\[\]=4539](https://app.zulu5.com/alerts/details/00000902732764_8?token=Llj6qHONCvMcBWwRYLk4Tg%3D%3D&customAdSourceIds[]=4539)

[https://app.zulu5.com/alerts/details/00000902471476_178?token=n5tRPLuqeOIGQA4D1GLj5w%3D%3D&customAdSourceIds\[\]=381](https://app.zulu5.com/alerts/details/00000902471476_178?token=n5tRPLuqeOIGQA4D1GLj5w%3D%3D&customAdSourceIds[]=381)

[https://app.zulu5.com/alerts/details/00000902289896_2?token=t3aExDhbaGPDPxQguSxEXw%3D%3D&customAdSourceIds\[\]=114063](https://app.zulu5.com/alerts/details/00000902289896_2?token=t3aExDhbaGPDPxQguSxEXw%3D%3D&customAdSourceIds[]=114063)





Google Display Netzwerk

Affiliate/Native

Video Plattformen (v.a. Youtube)



Werbenetzwerke

- YouTube-Suchergebnisseite
Auf YouTube werden neben den Suchergebnissen nur Video Discovery-Anzeigen ausgeliefert.
- YouTube-Videos 
Anzeigen können in YouTube-Videos, auf Kanalseiten und auf der YouTube-Startseite ausgeliefert werden. Sie können In-Stream- und Video Discovery-Anzeigen verwenden.
- Videopartner im Displaynetzwerk 

Brand Safety in 3 Schritten

Darüber sprechen reicht nicht

01

Definition Brand Safety

- ✓ Welche Umfeldler passen nicht zu meiner Marke
- ✓ Welche Buchungskanäle sollte ich vermeiden
- ✓ Wie löse ich Zielkonflikte zwischen der Zielgruppenerreichung und den Umfeldern

→ Output: Brand Safety Richtlinien

02

Kommunikation

- ✓ Klare Kommunikation der Richtlinien an Agenturen/Vermarkter
- ✓ Hinterlegen von Blacklists in der DSP/Ad Server

→ Output: Vertragliche Regelung der Brand Safety Richtlinien mit Partnern

03

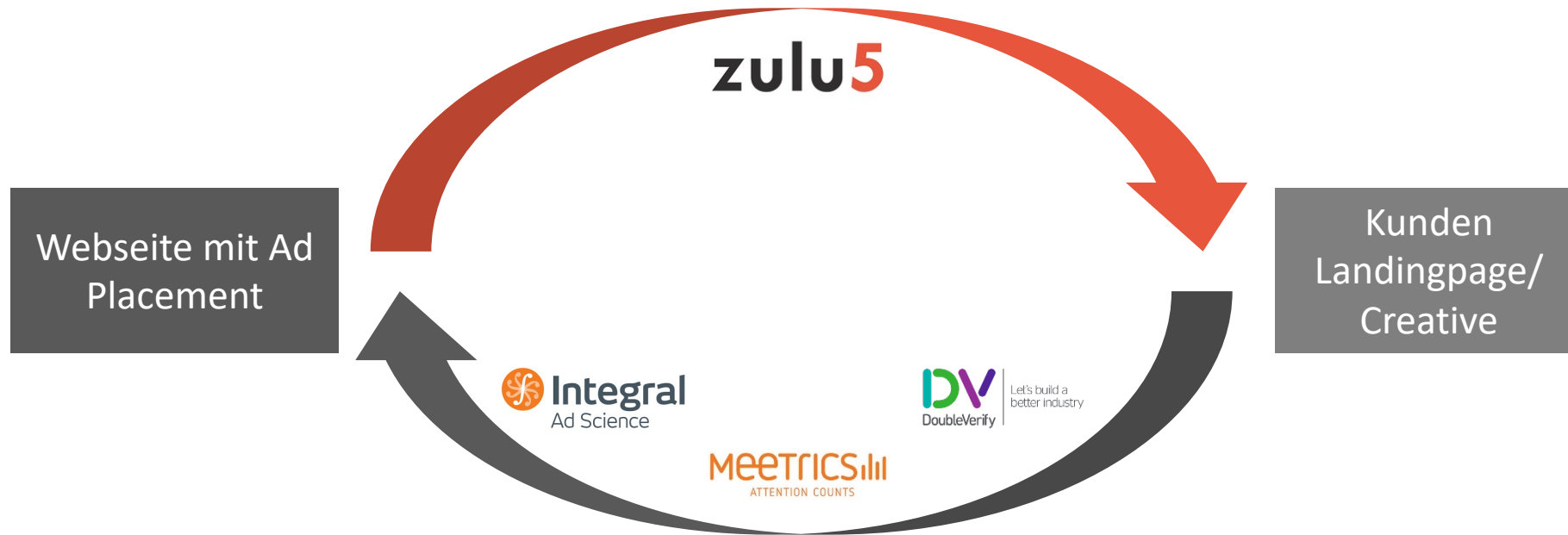
Überwachung

- ✓ Einsatz von Ad Verification Anbieter, wo sinnvoll
- ✓ Externe Audits bei sensiblen Brands

→ Output: Alerts bei Brand Safety Verstößen

Der **iterative Ad Verification** Ansatz

„Outside in“ Verification – Trace & Report bis zur Quelle zurück



„Inside out“ Ad Verification – Viewability

Fazit

| Eine Portion Reflektion

- ✓ 100% Brand Safety Versprechen sind zu hinterfragen, 97% auch
- ✓ Der Fokus auf ein einzelnes «Allerheilmittel-Tool» reicht nicht aus
- ✓ Es ist wichtig Daten aus verschiedenen Systemen zu analysieren und zu hinterfragen

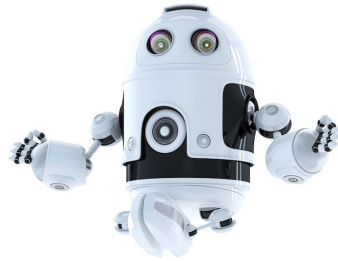
| Wichtig

- ✓ Tools sind eine Unterstützung und kein Ersatz für manuelle Überprüfungen

People worry that computers will get too smart and take over the world, but the real problem is that they're too stupid and they've already taken over the world.

Pedro Domingos

quote“fancy



zulu5

zulu5

Birkenrain 20
8820 Wädenswil
Switzerland

CONTACT

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