

**MEDIA SAFETY:
BRAND SAFETY
ALL GROWN UP
AND REINVENTED
WITH AI**

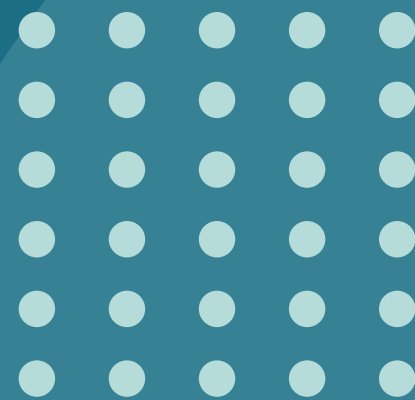


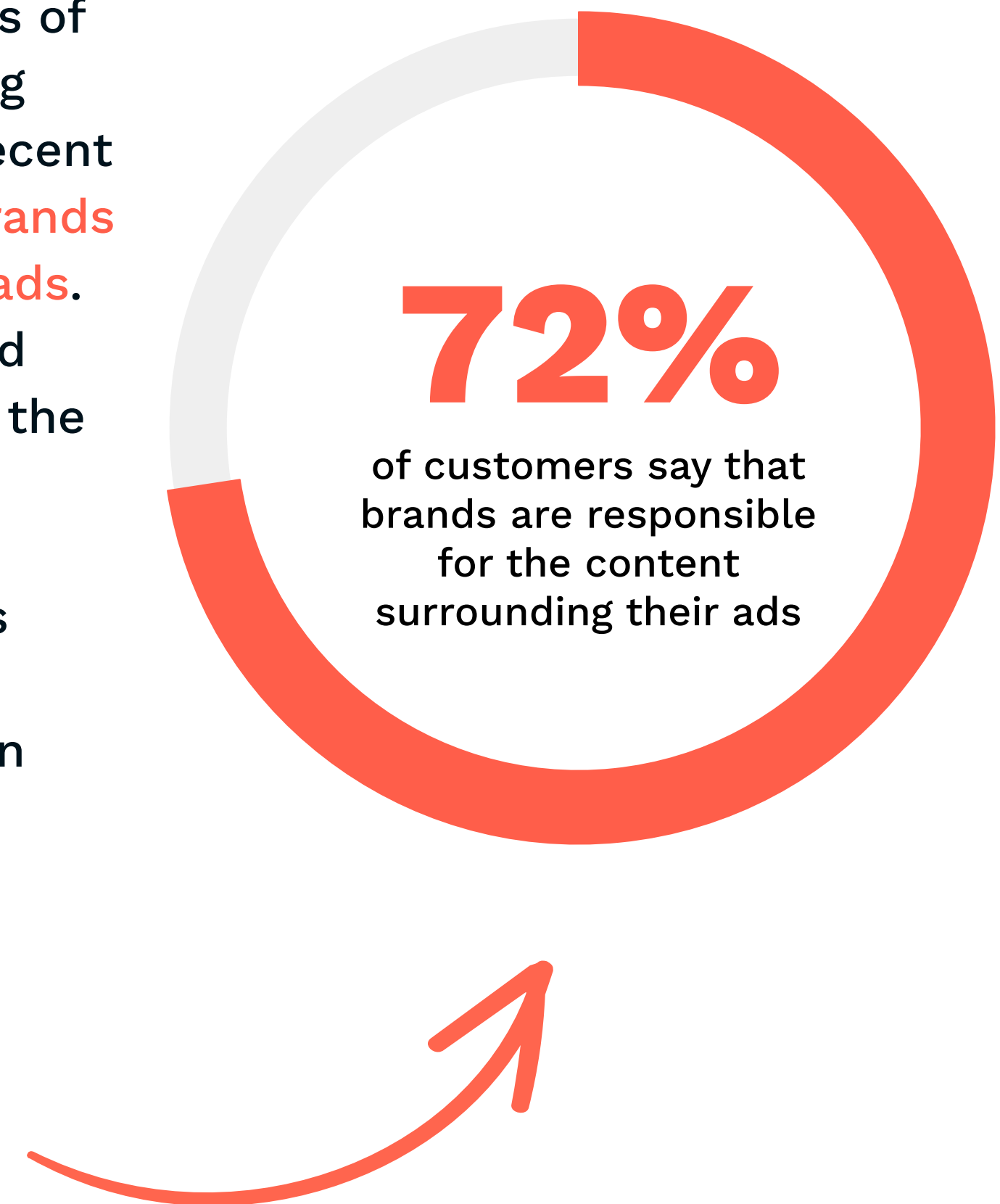
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INTRODUCTION

In today's social economic climate, where brands collaborate extensively with creators as extensions of their brand to reach their target audience, ensuring brand safety has emerged as a critical concern. Recent research shows that **72% of customers say that brands are responsible for the content surrounding their ads.** It has never been more imperative to employ brand safety strategies and ensure that your brand is on the right side of social discussions.

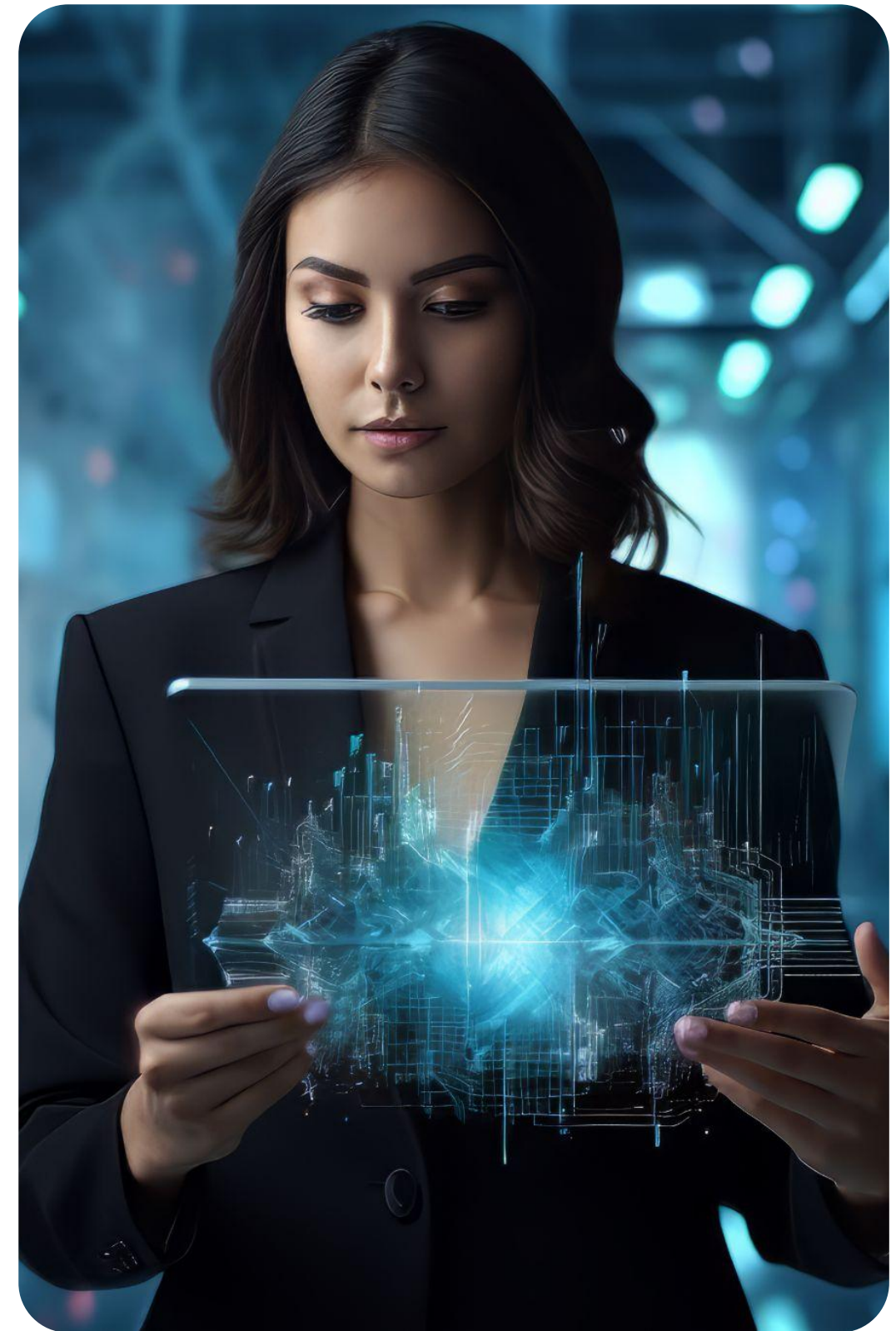
In this report, we will dive into why brand safety is paramount in fostering trust among consumers, brands, and creators, in addition to the role of AI in mitigating risks in these partnerships.



WHAT IS BRAND SAFETY AND HOW CAN AI TOOLS PROTECT YOUR BRAND?

Given that partnering with creators ultimately makes them a representative and extension of your own brand image, brand safety within influencer marketing is essentially taking the measures to **ensure you are partnering with creators who align with your brand and will act as positive ambassadors for your brand.** In today's social economic climate where cancel culture remains prevalent and individuals can quickly and collectively research a creator's history, **it is of the utmost importance to ensure brand safety.** However, it can be difficult to determine which creators are brand-safe for your brand's image when launching influencer marketing campaigns at scale.

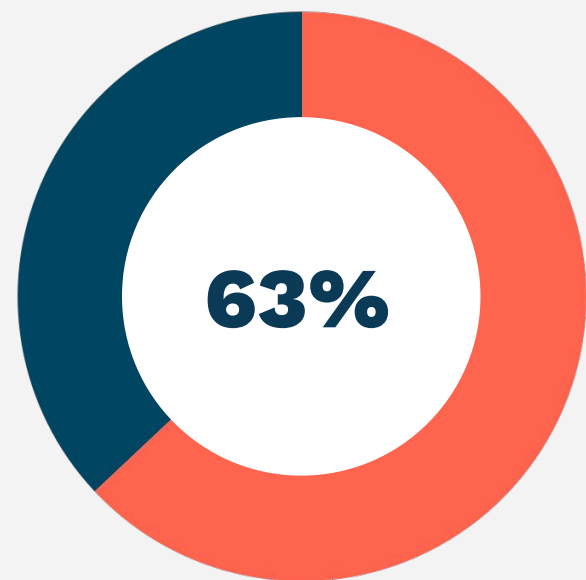
As a result, **AI tools such as Captiv8's brand safety scoring have become essential in identifying and mitigating potential risks** for years. A brand safety score is calculated by analyzing a creator's history of content across all social media platforms in order to identify how frequently they post potentially risky content including; adult content, unsafe behaviors, hate speech, political content, racism, and profanity. Through this assessment, a score is assigned to every creator, analyzing how brand-safe their content history is.



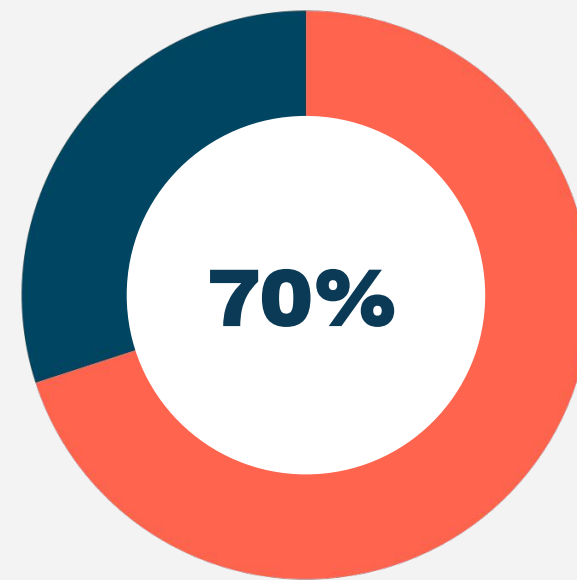


AI-POWERED BRAND SAFETY: WHY MEDIA SAFETY HAS BECOME A NON-NEGOTIABLE

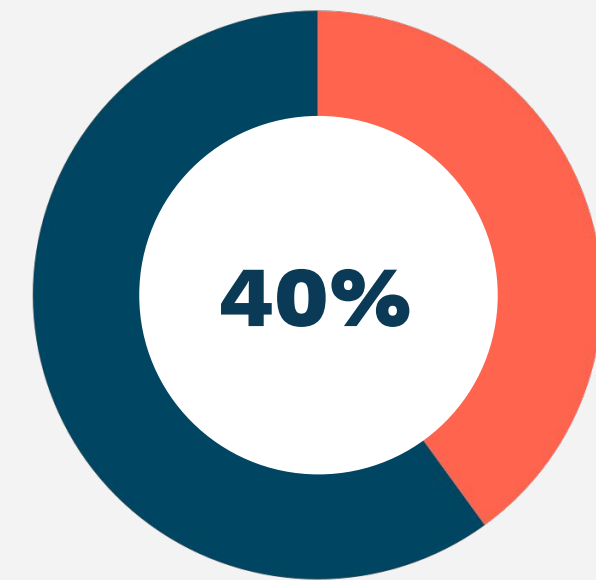
As AI-powered influencer marketing tools continue to develop and optimize campaign performance, AI-powered influencer marketing tool adoption has increased as well. **63% of marketers plan to use AI in executing their influencer campaigns this year.**¹ One area of pertinent concern for marketers within influencer marketing is that of brand safety. About **70% of brands and agencies said they or their clients have been exposed to brand safety risks at least once**², with 10 percent of respondents reporting ‘regular’ exposure.² Furthermore, **40% of marketers expect an increase in brand safety concerns.**³



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Sources: ¹ [Influencer Marketing Hub, 2024.](#) ² [Gum Gum, The New Brand Safety Crisis.](#) ³ [Marketing Tech, 2023.](#)

AI-POWERED BRAND SAFETY: WHY MEDIA SAFETY HAS BECOME A NON-NEGOTIABLE

With this in mind, recent breakthroughs in **AI-powered brand safety tools such as media safety have become non-negotiables**. Although content safety scoring is beneficial, there is a potential for oversight, that being that a creator's content and feed are curated by the creator and may not explicitly depict the full story of how brand-safe the creator really is. However, media safety allows brands to gain a third-party perspective on any potential partners. **Media safety leverages AI to scan and analyze 2.5 million articles per month** throughout the internet in order to identify what publications and the media are saying about creators. This tool becomes an absolute must-have when activating large-scale campaigns with mega-level and celebrity-level creators.



Krishna Subramanian
Founder & CEO of Captiv8



Brand safety is a seamless addition to your current creator vetting process, as it's elegantly integrated on platform. Conscious brands who want to mitigate risk with an extra layer of diligence have been able to scale their efforts with new data points on every creator profile.



CASE STUDY: HOW IDEAL LIVING LEVERAGES CAPTIV8'S BRAND SAFETY SCORE FOR INFLUENCER PARTNERSHIPS

As a family-centric brand dedicated to health and well-being, Ideal Living understands the importance of aligning with influencers who share their values and messaging. To ensure a consistent and authentic representation, **Ideal Living turned to Captiv8's advanced brand safety features**, leveraging the platform's Brand Safety Score to make informed decisions about their influencer partnerships.

CHALLENGE

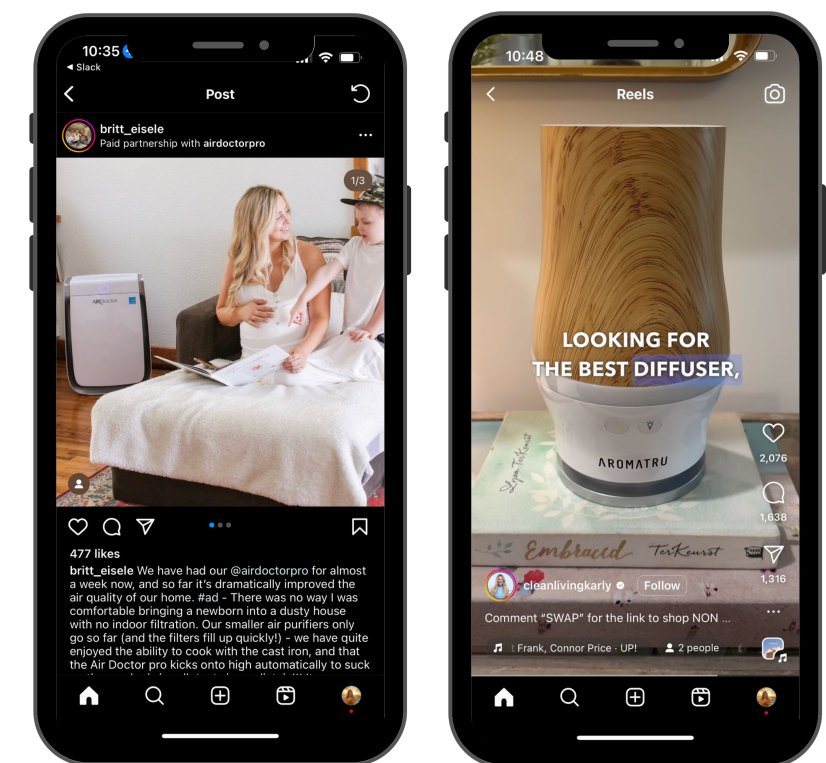
For Ideal Living, **partnering with influencers who might inadvertently harm their reputation was a significant concern**. They needed a robust solution to filter out potential risks and maintain their brand integrity.



“We're a family brand and we focus on making the homes of families healthier, so we want our [affiliate] content to align with our brand's mission.”

Jack Wayne

Social Selling Coordinator, Ideal Living



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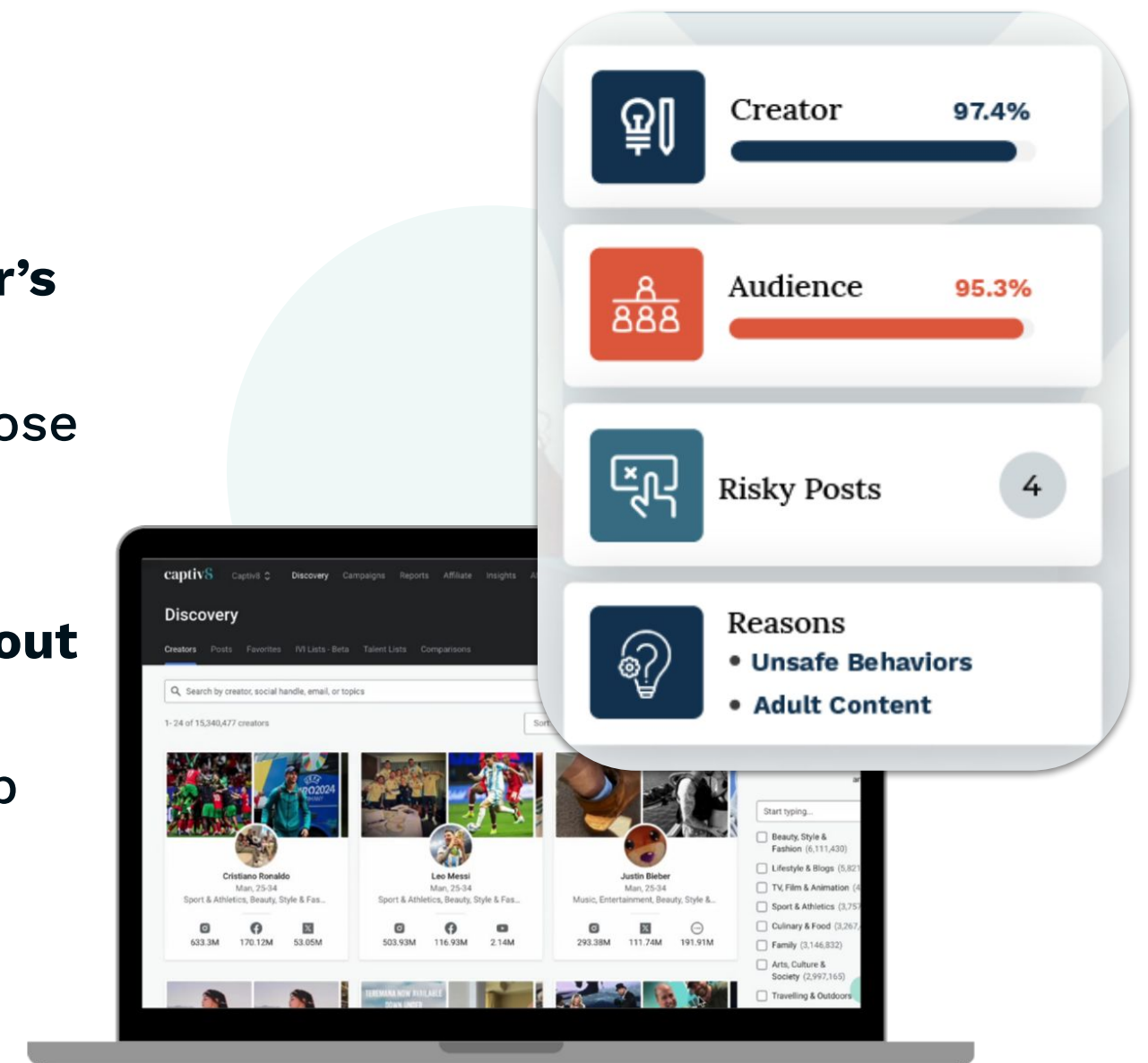
SOLUTION

Captiv8's **Brand Safety Score** provided Ideal Living with a comprehensive evaluation tool to **measure how safe an influencer's audience and posts were in relation to the brand**. This thorough analysis enabled Ideal Living to confidently select influencers whose online presence aligned with their brand values.

Using Captiv8's safe search functionality, Ideal Living could **filter out influencers whose content did not align with their brand image**. This proactive approach ensured that every influencer partnership reflected Ideal Living's commitment to health and well-being, safeguarding their brand reputation.

IMPACT

By streamlining the recruitment process and adopting a targeted approach to influencer partnerships, Ideal Living was able to **double conversion rates among their affiliate partners**.



TIPS FOR AVOIDING CANCEL CULTURE IN THE CREATOR ECONOMY

The rise of cancel culture presents significant challenges that can quickly tarnish a brand's reputation. By following these strategic tips, brands can foster positive relationships with their audience and safeguard their reputation in the ever-evolving creator economy.

1. CREATOR BRAND ALIGNMENT

Aligning with creators whose values and image resonate with your brand is crucial. A mismatch can lead to conflicts that could harm your reputation.

- **Do Your Research:**
Conduct thorough research into a creator's past content and public persona to ensure alignment with your brand's values.
- **Provide Clear Guidelines:**
Provide clear guidelines to creators regarding brand messaging, tone, and topics that align with your brand's identity.
- **Foster Open Communication:**
Maintain open communication channels to ensure both parties are aligned on expectations and objectives.

2. INFLUENCER VETTING

Vetting influencers rigorously is essential to avoid potential controversies.

- **Assess Brand Safety Score:**
Assess Captiv8's brand safety score to to make informed decisions about influencer partnerships.
- **Evaluate Media Safety:**
Evaluate media safety by monitoring third-party publications for risky or unsafe references to creators.
- **Perform An Audience Analysis:**
Analyze the influencer's audience demographics to ensure they match your target market.

3. STAY INFORMED

Being aware of current events and cultural shifts helps brands avoid potential pitfalls and stay relevant.

- **Monitor Trends:**
Regularly monitor industry trends, news, and social media to stay informed about what's happening in the world.
- **Invest in Cultural Sensitivity Training:**
Invest in cultural sensitivity training for your team to understand the nuances of different cultures and communities.
- **Be Agile:**
Be prepared to adapt your campaigns and messaging in response to significant cultural or societal changes.

CONCLUSION

In conclusion, given the state of today's social economic climate, brand safety has become of the utmost concern to brand marketers. In a field such as influencer marketing in which you partner with individuals to be an extension of your brand, it's critical to ensure that you're partnering with creators who paint your brand in a positive light and align with you brand's values.

As a result, AI-powered brand safety tools like media safety have become a non-negotiable in ensuring that you have unbiased and in-depth understandings of the creators you're vetting at scale.

ABOUT CAPTIV8

Captiv8 offers an end-to-end platform with curated services that make discovering and partnering with the right brand advocates easy, effective, and repeatable.

Brands leverage our automated SaaS technology and real-time audience data across top social platforms to help discover talent, seamlessly manage campaign workflows including paid media, provide in-depth reporting, and content analytics. Our social-listening insights also make it simple for brands to better understand their audience, optimize content, benchmark against competitors, and grow their following.

**Have Questions?
Want to Learn More?
Send us an email:
sales@captiv8.io**

**For more information,
visit www.captiv8.io**