

# 5 Common Ways Content Can Be Safe, But Not Suitable For Your Brand



**31%** of brand safe, ad-eligible videos may not be suitable for the average advertiser, according to Pixability's analysis

When we analyzed a random sampling of YouTube videos for our recent study, developed in collaboration with the Global Alliance for Responsible Media (GARM), we found they were almost exactly right — 31% of ad-eligible, brand safe videos may actually be unsuitable for the average advertiser.

Here's the 5 most common ways that content can be brand safe, but unsuitable, that advertisers must be aware of:

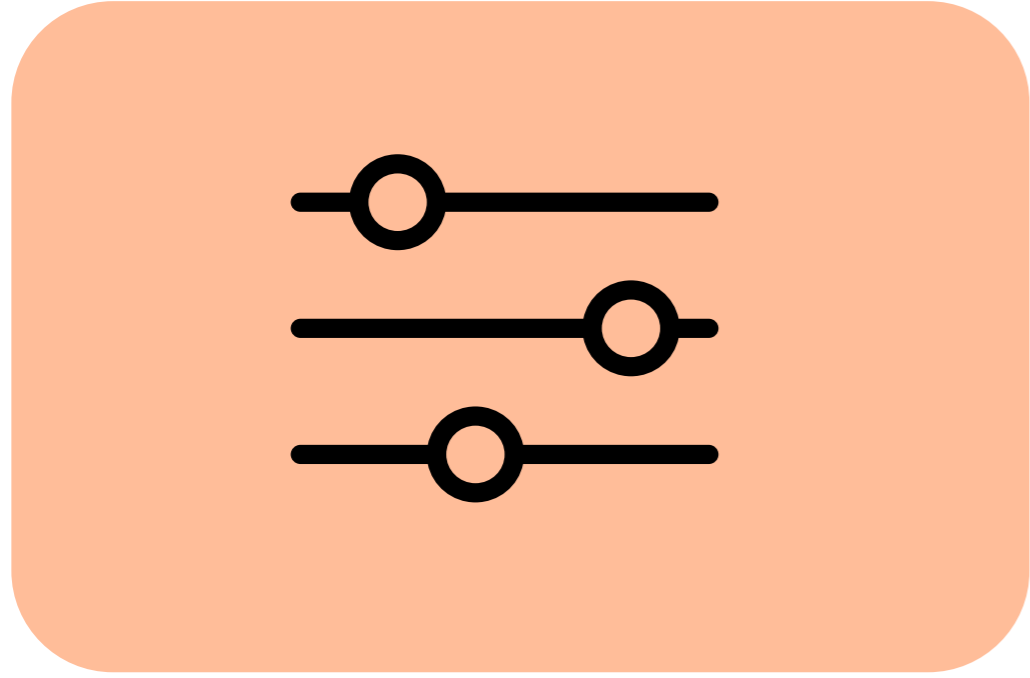


## 1 MISALIGNED RISK

When content is tangentially related to unsafe content categories, advertisers should take GARM's new content framework into consideration to understand how risky the content is. For example, a music video might include foul language — which we can classify as medium-risk, so suitable for some brands, but not others.

## 2 CONTROVERSIAL INFLUENCER

A creator's channel may look entirely safe and suitable — but political views and inflammatory statements shared on other platforms may make their content unsuitable for advertisers looking to stay away from controversy.



## 3 MISALIGNED TONE OR SUBTOPIC

Sometimes content just doesn't quite fit an advertiser's message or strategy — for example, vegan content may be safe, but not suitable for a fast food advertiser, while tow truck content may be safe, but not suitable for a luxury auto brand.

## 4 BRAND MENTION

Content that addresses an advertiser itself, or its competitors, may sometimes be unsuitable — for example, advertisers may not want their ads to appear against positive reviews of competitors.



## 5 MADE FOR KIDS CONTENT

Content that's made for children may be suitable and family friendly, but it may not work for all advertisers — for example, an alcohol brand wouldn't want to appear against kid's content.

### THE TAKEAWAY

There is no one-size-fits-all solution for brand safety and suitability. Advertisers need to deeply consider what makes sense for their brand, and adopt a more flexible approach to drive performance, scale, and suitability on YouTube.

[Download the full report](#) to learn more about driving brand suitable performance on YouTube.