

MARKETING

## US advertiser lobby chief issues statement on YouTube ad controversy

March 24, 2017



*Bob Liodice is CEO of the Association of National Advertisers, the premier lobby for advertisers in the United States*

By STAFF REPORTS

*Bob Liodice, CEO of the [Association of National Advertisers](#), today issued the following statement in response to press inquiries about marketers who have recently suspended advertising on Google's YouTube Web site:*

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"There is no more important asset for a marketer than the brand. Brands are the basis for marketers' relationships with consumers and customers.

"Brand value, brand equity and brand loyalty are all treasured assets that we, as marketers, are entrusted to build, nurture, grow and strengthen. That is our essential role.

"Anything that disrupts, disturbs or threatens consumer and customer relationships based on trust and positive experiences should be avoided at all costs.

"In the interest of safeguarding brand assets, several ANA members have suspended advertising on Google Web sites, including YouTube, after some ads were placed near objectionable content including hate speech and terrorist-oriented Web sites. Their concerns for their brands' well being is rational, appropriate and warranted.

"ANA strongly believes that brand safety is of paramount importance to our members.

"No marketer should ever place its brand at risk.

"All agency and media partners should recognize that above all other objectives protecting the brand should stand head and shoulders above everything else.

"We join the ecosystem in calling upon all digital advertising platforms to take the necessary steps to aguarantee the safety and reputations of our brands.

"Brands choose those platforms to work hard for them to achieve all of their business and brand-building objectives. But the most important of those priorities is "to do no harm."

"We view brand safety issues as an unfortunate example of the many challenges that exist throughout the digital

media supply chain.

"THE CURRENT CRISIS is representative of the issues that ANA and others have raised with respect to fraud and risk, reduced transparency, suboptimum measurement and nebulous productivity.

"A dearth of trust and a need for verification lie at the heart of these problems.

"We urge our members, their agencies and their media partners to work energetically to rectify these concerns and improve the quality of the digital media supply chain."

#### **1 thought on “US advertiser lobby chief issues statement on YouTube ad controversy”**

1. **Jude Wilson** says:

**March 27, 2017 at 2:57 pm**

Seriously THANK YOU for this word. I don't understand people just allowing anyone to place ads on their website because they are in the business. Many stories I find good are riddled with 'shock advertising' and WILL NOT forward the content simply because of the disgusting ads that accompany the story (of course this is another side to a similar situation). In addition some of the reputable journals are totally missing this which shakes their credibility.

Just starting in the advertising industry myself -I now see why I have been placed in an industry where my education has the foundation of God and humanity -not a history of advertising. Funny...I can't wait to see where we will be in a very short time. Again thank you for your words on this issue -I had no idea this happened 'but I do get it'

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