BRAND PROTECTION from Digital Content INFECTION

CMO COUNCIL

DOW JONES

BRAND PROTECTION FROM DIGITAL CONTENT INFECTION

Safeguarding Brand Reputation Through Diligent Ad Channel Selection

EXECUTIVE SUMMARY SEPTEMBER 2017

TABLE OF CONTENTS

INTRODUCTION

This is not a report about digital advertising.

It is not a report about the staggering amount of spend that digital advertising now commands. Digital advertising, in the U.S. alone, will see double-digit growth from 2017 to 2021, with a forecasted $83 billion in 2017 increasing to more than $129 billion by 2021, according to eMarketer. Global forecasts from Dentsu Aegis Group estimate that spend will hit $563.4 billion worldwide in 2017, with digital as the primary growth driver, so it would be easy to have this report focus on the sheer amount of money exchanging hands. But that is not what we are here to talk about.

This is also not a report about ad fraud.

Adloox estimates that ad fraud will cost brands upward of $16.4 billion globally in 2017, and they report that more than 20 percent of total digital advertising spend was actually wasted in 2016. That amount of waste is a scourge for marketers, and while it is an issue that must be resolved, ad fraud is still not the issue at hand.

This report is fundamentally about trust…or more specifically, the trust that has been lost in the state of digital advertising today.

This report is about the trust that has been lost between marketers and agencies, the trust lost between agencies and publishers, and perhaps most importantly, the trust lost between brands and customers. This paper is about securing the trust of our own brands in a time when consumers are taking control of their own experiences and making intentional, active decisions on where their money will go based on trust—trust that the brands they love will not betray them by appearing in inappropriate, potentially offensive or controversial locations.

Until now, brands have taken the path of Ernest Hemingway and have believed that "the best way to find out if you can trust somebody is to trust them." But in the age of digital advertising, marketers must accept the more pragmatic approach of Warren Buffet and his belief that "it takes 20 years to build a reputation and five minutes to ruin it." In today's connected world, it really takes five seconds.

In marketing's quest to optimize operations, AdTech solutions promising swift action and more efficient budgets have taken center stage. The goal was to answer issues around matching audience to budget, maximizing the opportunity for marketers to hyper-define, hyper-target and hyper-engage with minimal human monitoring. But with automated bidding came automated placements and all of the peril and pitfalls that one would expect.

To be sure, the value proposition of programmatic advertising is intoxicating—potentially allowing companies to achieve advertising efficiency and effectiveness by automating the decision-making process of media buying, enabling a brand to hyper-target specific customer segments and audiences. It is the ultimate marriage of acronyms: AI + RTB = ROMI (for those not well versed in the letters game: artificial intelligence (AI) plus real-time bidding (RTB) to optimize return on marketing investment (ROMI).

But there is a problem. By removing human oversight, brands inadvertently eliminated trust as a key metric in the customer equation. Where there is inventory, there is programmatic opportunity, but not necessarily brand security. Still, programmatic has continued to take hold of the digital journey. eMarketer estimates that in 2017, nearly four out of every five US digital display dollars invested will transact programmatically.

Then, headlines began to appear around customer backlash when beloved brands appeared on controversial and polarizing websites. When confronted about the placements, brands were actually caught off guard or even confused when their displays were at the heart of often political debates. From porn to Breitbart, banners were being placed based on publisher sites based on the contextual data. Where there was demographic, there was display. There was just no trust.

Programmatic diversification has brought new opportunities that allow brands to take advantage of programmatic without the risk of an open marketplace. eMarketer reported that 75 percent of programmatic transactions in the U.S. will go to private marketplaces and programmatic direct systems. In reality, investments into open exchanges are declining while investments into programmatic direct are growing as brands are looking to retain the optimization of programmatic without the risk of an open market of unknown inventory. Yet the question still remains: Do we know all that we should about where our messages are appearing and how our customers are reacting? Are we doing enough to secure the trust that our customers expect from our brand and our advertising?

Trust is a powerful thing. When the CMO Council asked 2,000 consumers if they were concerned with how easy it is to find hateful, offensive and objectionable content online, 85 percent expressed some level of worry. Sixty (60) percent of consumers admit that the preponderance of "fake news" and objectionable content available online has driven them to consume more content from well-known news sources and trusted online channels.

Just as 64 percent of consumers say they respond better to advertising that they consume on trusted news sites, 37 percent of consumers admit that when they see advertising adjacent to objectionable content, it changes their perception of the brand. But beyond trust and perception, marketers need to understand that consumers are not just reacting with their emotions. The loss of trust directly results in the loss of revenue as 66 percent of consumers surveyed say that the result of a negative advertising experience is brand defection.

So how are marketers assessing the impact of digital advertising experiences on consumer perceptions and purchase intent? What is the level of marketing sensitivity and concern regarding digital ad content compromises, and are there plans and intentions in place to safeguard and protect brand integrity in digital advertising channels? The CMO Council set out to benchmark the marketing mindset around brand safety, the value of content and channel to brand advertising effectiveness, and the steps being taken to control the integrity of their ad environments.

What this report reveals is that, despite improvements in programmatic buying and the supposed transparency and visibility that exchanges and networks can provide, there is increasing discontent with the overall state of brand perception and security online. Nearly half of marketing respondents report problems with where and how digital advertising is viewed, and a quarter state that they have

specific examples of where their digital advertising supported or adjoined offensive and compromising content.

The key findings that follow are a clear call to action to the agencies entrusted with buying and monitoring advertising performance and to the media partners displaying and engaging with customers. The days of blind trust and murky measures are over. Marketers are committed to taking the right steps to ensure the integrity of digital ad positioning and placement in safe and reputable content environments, and they expect that their agency and publishing partners will band together to meet this new trust mandate.

More than 300 senior marketing leaders contributed their insights in an online survey conducted through the summer of 2017. Qualitative interviews were conducted with leading brands and subject matter experts. In all, while programmatic has its place, chief marketing officers fully intend to prioritize brand trust over operational convenience, calling into question the risks of the open marketplace and actively taking the reigns of brand integrity and control in digital display placement.

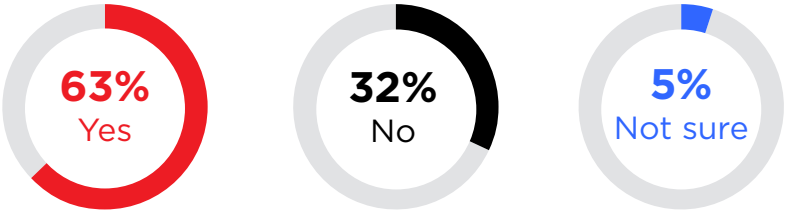
KEY FINDINGS

There is a sage Polish proverb: Nie mój cyrk, nie moje małpy. Translation: Not my circus, not my monkeys. The only problem with this proverb is that in the world of customer engagement and digital advertising, everybody has joined the circus…but nobody has wanted to claim the monkeys. We have reaped the rewards of the chaos, shifting dollars gleefully to programmatic engines that promise efficiency and hands-off effectiveness to better target and deliver eyeballs and engagement. But when the headlines started heralding the news of high-profile brands appearing on highly controversial websites, few stood up to claim responsibility for the errant placements or brand damage that followed. Not their circus, not their monkeys.

In the summer of 2017, the CMO Council surveyed more than 300 senior brand marketers—all of whom are investing in digital advertising—and interviewed leading senior marketers and industry experts from brands including AIG, MGM Resorts, United Rentals, TUMI, Reebok, SAP, Morgan Stanley, Vera Bradley and Lenovo. What follows is an indictment of the advertising status quo and a clear view into the change and the leadership needed to shake the murky measures and questionable placements of the past and secure customers' experiences and brands' online investments.

Those Who Do…and Those Who Don't

Do You Engage in Programmatic Buying?



Of the 316 senior brand marketers surveyed for this report, 63 percent are engaged in programmatic buying, leaving some 38 percent that are either not participating in the automated solution or are not sure how their brands place digital ads. While programmatic buying allows for aggregation, booking, analyzing and optimization of online advertising, its demand-side software and algorithms have left some questioning whether optimization for optimization's sake is the best strategy for their brand.

Of the marketers who are not engaged in programmatic buying, the top reasons for going without include issues around media buying transparency and accountability, lack of ad fraud protection, and clarity around website traffic, instances of brand hijacking and scams, risks to reputation presented in social media, and worries about ad misplacements on problematic sites and channels.

And while these issues persist for the marketers engaged in programmatic buying, the majority of overall survey respondents are still relying on everything from real-time bidding platforms to Facebook Ads API and placements across the Google Display Network. It is clear that all marketers, regardless

of their involvement in programmatic buying, are concerned with the risks and vulnerabilities that their brands face online, but the biggest issue of them all—transparency and accountability of media buying—stands out as the greatest issue threatening brand security and customer engagement.

Digital Is a Dangerous Place

"Competing brands and offensive or irrelevant content are going to be lumped in with your advertising, regardless of your intentions. Brands need to always be ready and vigilant when it comes to their advertisers and image."

CHARLIE COLE,
Chief Digital Officer,
TUMI

"Buyer Beware" might be the best sign to hang outside of the digital advertising gates. Of the marketers engaged in programmatic advertising buying, more than half (52 percent) are focused on risk and reputation management across ads placed on social media sites, which is of note as brands spent $31 billion worldwide in social media advertising in 2016 and are expected to increase spend from $16 billion in 2016 to $17.34 billion by 2019 in the U.S. alone.

Marketers are also aware that issues like ad fraud (a concern for one in three respondents) plague brand security. When asked to identify key concerns, marketers highlighted issues around ad misplacement on problematic channels (33 percent), issues around viewability of placements (32 percent), and ongoing concerns around media buying transparency and accountability (26 percent).

Interestingly, only 13 percent were concerned about the incidence of fake news and a general public distrust of the media. This flies in the face of recent CMO Council insight from a survey of 2,000 consumers that clearly showed that 75 percent of consumers were concerned with the increase in fake or biased news sites, causing 60 percent of respondents to admit they were actively seeking out trusted channels for content consumption.

But it is not just marketers who are paying attention to these issues of brand security as management teams are keeping an eye on brand integrity online. Some 72 percent of respondents say advertising placement, programmatic buying results and metrics are concerns for management. This is hardly surprising when you consider that 43 percent of marketers admit that they have experienced some type of problem in how their advertising was viewed. Further, 22 percent have specific examples of how their brand advertising was connected to compromising content or topics or was served to an incorrect or inappropriate audience.

72%

say management is concerned with programmatic placement and performance

Going From Points of Pain to Partner Pressure

While a select few can cite specific examples, the overwhelming majority of marketers believe that inadvertent association or negative adjacency has had a direct (and negative) impact on their brand. Some 78 percent of respondents say that unintended associations with objectionable content, images, topics, audience or conversations have hurt their brand's reputation. Further, 67 percent believe that

adjacency has undermined brand qualities and values with their audience while 50 percent say that it has impacted brand affinity.

"Establishing cross-industry partnerships among advertisers, agencies, the greater publisher community and independent third-party ad measurement companies is a concrete step toward building greater trust between industry participants and the public."

LISA MANGANELLO,
Managing Partner and
Head of Integrated Brand Marketing,
Morgan Stanley

What is notable in these findings is that only 34 percent of marketers identified the alienation of core customers as a top area of impact from adjacency as marketers are more focused on the brand's big picture of reputation and value. However, when consumers were asked about their reaction to seeing the brands they love being associated with inappropriate or questionable content, the answer was clear: Customers will walk away with their wallets—even if it means walking away from their most beloved brands. Brand security and integrity in advertising are not simply reputation issues anymore…they can directly impact the bottom line.

Making resolution and optimization even more difficult is the fact that the very measures and metrics that marketers must rely on are flawed and frustrating. In fact, the top issues that marketers note about programmatic measures and metrics include:

1. **Fragmented reports that fail to clearly define the impact of investments**
2. **Not having clear reporting on metrics that are meaningful to reach and ROI**
3. **Failure to deliver fast reports that allow measurement in real time**
4. **Being overly reliant on agency resources to translate metrics into meaningful measurements for the business**
5. **Being faced with untrusted and inaccurate data on placement, views and engagements**

These critical pain points are leading marketers to apply more scrutiny and pressure to their advertising performance partners—specifically the media-buying agencies that represent their interests and the digital ad networks promising optimized results. According to 67 percent of marketers, the media-buying firms should bear the primary responsibility for ensuring that brand advertisers are not compromised by controversial, irrelevant or damaging placements. Marketers also hold the digital ad networks (50 percent) and the digital media channels themselves (49 percent) responsible for securing brand safety and adjacency.

67%

say media-buying agencies have primary responsibility to secure programmatic trust

Interestingly, marketers are less inclined to hold industry associations (17 percent) or media publishing groups (17 percent) responsible for resolving programmatic issues, likely because of the existing work that both bodies have done to establish standards, safeguards and guidelines in an effort to bring light to the darkest corners of the web. Groups like the IAB, ANA and 4A's have worked tirelessly to establish working standards for everything from placements to definitions around viewability. While certainly not perfect, these standards are at least a start (debate is currently raging on around the new

standards for video viewability and whether viewing 50 percent of pixels for two consecutive seconds with the sound off is really going to impact the customer—and whether this should really be considered an acceptable "view" of an online video).

Taking Action: Making Changes to Metrics, Monitoring and Strategy

"We mitigate risk by limiting ad placement within reputable media brands or established platforms. We hold all our ads to specific viewability and safety standards, and we closely monitor ad placement."

THERESA PALERMO,
Executive Vice President and CMO,
Vera Bradley

When the CMO Council asked consumers what happens when they see a brand they love appear alongside content they can't stand, 88 percent admitted that their opinion of the brand declined or it made them decide to not do business with that brand again. Some 64 percent of consumers also admitted that they respond more positively when they see advertising on trusted news sites versus those that are viewed on social media, in questionable searches or on fake news sites.

In reality, advertising is an integral part of the customer experience, yet too often, it is sequestered away in its own campaign silo. For MGM Resorts, advertising needs to be part of the experience before a guest ever arrives. "The digital ecosystem is constantly evolving, and while new solutions are developed every day, so are new threats," explains Lilian Tomovich, CMO and Chief Experience Officer for MGM Resorts. "At MGM, our concerns are compounded by content and categories that are not gaming-friendly and the need to ensure a positive experience for our potential customers and guests, even before they arrive at our properties."

Marketers are taking specific steps to ensure the integrity of digital ad placements and, by extension, the integrity of the customer's experience. First and foremost, marketers are developing stronger digital advertising guidelines for agencies and buying networks to adhere to. Additionally, marketers are taking steps to better track and monitor ad placements through internal resources (34 percent) while also placing added pressure on media-buying firms to better manage and control placements through programmatic platforms. Marketers are far less interested in new standards, compliance or governance models from digital media companies (6 percent), instead choosing to move to programmatic direct buys and private exchanges rather than having their programmatic dollars spread across open exchange networks.

50%

are developing digital ad guidelines for agency and buying network partners

Premium inventory and publishing channels with higher cost and lower availability are also possibilities for marketers looking to balance their brand strategy and reputation with digital optimization. According to Maggie Chan Jones, former Chief Marketing Officer of SAP, making more strategic and intentional decisions around placement is a critical step. "Our goal is to take ad placement to the next level," Chan Jones says. "We want to elevate beyond simply not appearing near objectionable content;

rather, our goal is to ensure that our ads are showing up in the right place, with the right context, at the right time. To do that requires consistent and ongoing collaboration with our partners and a clear vision of what our brand represents and how we want it to be perceived."

Mark Clowes, Head of Digital for AIG, pointed out that premium fees become a small price to pay for the advantage that a brand gets from placement that is more in line with customer targets and brand values. He explains that paying a higher premium has helped drive better results, noting that "sometimes it makes sense to pay a higher CPM in an extremely effective environment to deliver the exact target we want, the way we want it."

Marketers have been slow to react, however, as only 27 percent indicated that they had made the decision to pull advertising from digital channels because of negative adjacency. Only 11 percent were able to activate corrective advertising or containment plans in the face of negative adjacencies, indicating that, in these early days of programmatic buying, marketers are doing more learning in the wake of issues than taking rapid action in the midst of a crisis.

Advice From the Leaders: Act, Aspire and Act Again

Through qualitative interviews with brand leaders and experts, it became clear that marketers must reclaim strategic control of digital advertising direction while looking to agency partners to focus on business and brand priorities, not just individual campaign performance and results. It will mean little to have record-breaking views if the associated content or channel of choice is controversial, distracting or damaging to brand integrity and position.

These peer-powered tips shed light into the overarching strategy and the tactics to gain maximum security for the most valuable asset of all: the expectations of our customers.

1. **Focus on Appearances, Not Just Views.** To meet the expectations of today's discerning customer, marketers must align the aspirations of the customer with the aspirations of the brand, ensuring that where an ad appears is in line with the vision of the customer.

   "We are an aspirational brand, and as such, we are very focused on appearing within respected sites whose brands have a similar level of aspiration," notes Lisa Manganello, Managing Partner and Head of Integrated Brand Marketing for Morgan Stanley. "We engage in direct conversations with our preferred publishers about our areas of focus so that they can help us identify and craft customized opportunities where we will benefit from the halo of their brand as well as contextual alignment with our messages."

   For David Oksman, Head of Global Strategic Communications Planning and US Activation at Reebok, the key is to not only reach the right audience, but to reach them in the right channels and at the right levels. He explains that "any full ad solution needs to allow us to leverage technology to ensure our ad placement is both efficient and effective."

2. **Know When to Automate and When to Be Authentic.** Automation, any time it is applied across the marketing landscape, must be intentional and backed by strategy. Automation for automation's

sake has never resulted in long-lasting and meaningful wins. There must be decisions on where and when to activate automated buying and targeting, whether on open or direct networks. Chris Hummel, CMO of United Rentals, adds that while the tactical execution can be automated, response and engagement must come back to the bigger strategic goal.

"The tactical response to risks includes automated technology tools, blacklisting and a collective focus on brand safety with partners," he says. "The broader strategic response comes back to the brand and its communications with an engaged community."

3. **Clarity in, Clarity out.** According to the experts at Xertive Media, better targeting starts with better communication at the onset of any campaign. Raeut Benasher, Vice President of Sales for Xertive, encourages brand marketers to be exceedingly clear about business priorities, targets and market opportunities with all partners involved. Most important to this advice is a theme communicated by all marketers involved in this study: This is not about outlining goals for a single campaign; it is about communicating goals and needs for the ongoing customer experience and defining business success for the organization.

   "Brands need to be very clear with their account managers in the agency to ensure they know what content is acceptable," Benasher explains. "They also need to correctly identify which type of audience they are targeting in order to ensure a better match for relevance and content."

   Laetitia Zinetti of Ebiquity stresses the importance of guidelines and metrics being fluid, urging brands to look at definitions and outcomes on a more individual level and stating that "appropriate metrics come down to how success is defined and what 'content with integrity' means, case by case. If a piece of content is deemed not to have integrity but alignment with that content still produces millions of views, sales do not diminish and the brand itself is not disturbed by the content, then the brand may need to consider that alignment to be a success."

4. **If Programmatic Is on Tap, Be Prepared to Block and Tackle.** As much as we look to technology to better target and identify valued and relevant audiences, we must also look to technology to block and flag content and sources that may be damaging and risky to our brands. The first question must always be whether programmatic is the right approach…is direct buying with a trusted partner the better route to reach ROI, or is the goal a broad reach into new territory? Each campaign should start with key questions around intention and return. Once that is established, according to Maria Pousa, CMO at Integral Ad Science, we should be looking to technology to not only target and deliver, but also to block as needed.

   "There are innumerable websites, articles, blogs, etc. created each day, and it is an arms race for brand safety solutions to crawl new pages and assess the content for brand risk. We recommend a customizable, real-time blocking technology, implementation of website blacklists and blacklisting keywords," she says.

5. **Hold Everyone—Including Yourself—to a Higher Standard.** To be sure, the web is not going to shrink any time soon. The opportunities to place advertising on sites that reach your ideal customer will rise, just as the opportunities for negative adjacencies, fraud and inappropriate content will rise with every niche, novel and new site that enters the race. Now more than ever, the standards

and strategies for digital advertising must be CMO-level concerns, and marketing leaders will be increasingly called to answer questions around why a certain ad appeared on a less-than-ideal or questionable site.

This will call for marketing leaders to question the strategies that inform and direct long-term initiatives and of-the-moment campaigns. It may also cause marketers to question the structure and nature of certain agency dynamics as more marketers take the lead set by P&G's brand head, Mark Prichard, who made headlines earlier in the year for his call to action to review the terms of every agency contract down to the line item. In his now-infamous speech to the IAB, Prichard said, "The days of giving digital a pass are over…It's time to grow up. It's time for action."

Ebiquity's Zanetti sees some of this playing out, sharing that, "to ensure brand integrity, more advertisers are including non-payment clauses in their agency contracts for impressions displayed in non-safe environments to prevent their brands from being associated with inappropriate content."

There is a time and a place for programmatic. There is also a time and a place to shine a light into the world of the web to see the difference between an opportunity to place an ad versus an opportunity to truly engage. Many in marketing will start to see an even bigger question start to loom: When it comes to programmatic buying, can we afford to risk brand reputation in exchange for incremental (and potentially incorrectly measured) optimization? Will our jobs survive a programmatic failure? Will our brands survive?

If we take a cue from consumers, it may be best to err on the side of caution. In the CMO Council's consumer research, brand fans were clear that negative adjacency changes their behavior and intention. But perhaps even more chilling for the brand marketer is this warning: While 37 percent of consumers admit that negative experiences diminish trust, only 9 percent will be vocal about their displeasure. The vast majority of consumers will just leave—silently and without complaint—and buy from a brand they can trust.

DIGITAL ADVERTISING

IT'S TIME TO TALK ABOUT TRUST

THE TRUTH ABOUT DIGITAL...

Brands are investing **$563+ billion** globally in digital ads[1]

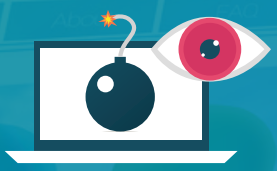
4 of every 5 US digital display dollars transacts programmatically[2]

20% of total digital ad spend was wasted in 2016 due to fraud[3]

Ad fraud will cost brands around **$16.4 billion** globally in 2017[4]

THE TRUTH ABOUT TRUST...

64% of consumers respond better to ads seen on trusted news channels



37% admit that ads on objectionable sites change their view of brands

66% of consumers will defect from a brand after a negative ad experience

[1] Dentsu Aegis Group [2] eMarketer [3] Adloox [4] Adloox

THE MARKETING CALL TO ADVERTISING INDUSTRY ACTION

DIGITAL TRUST IS A C-SUITE ISSUE:

72% of CMOs are facing pressure from management to secure brand trust and gain tighter ad controls

THE STRUGGLE IS REAL:

43% have already had reputation problems after a negative adjacency incident. **37%** have pulled or are going to pull ads because of adjacency issues

REPUTATION RISKS:

78% say the top impact of negative adjacency is reputation damage

EXPECTATIONS RISE FOR AGENCIES TO ACT:

Agencies, get ready...**50%** of CMOs are developing new ad guidelines to ensure placements are on target. **34%** expect the issues of negative adjacency to be solved by their media-buying agency

FULL REPORT OVERVIEW

Thank you for downloading the Executive Summary of "Brand Protection From Digital Content Infection." If you are interested in digging deeper into detailed findings of the research as well as full executive perspectives from 13 brand leaders, there is a full data report available for purchase ($199).

The full report includes detailed charts and findings from 12 key questions posed to marketers on the topic of programmatic buying.

Key topics outlined in the full data report include:

- The trust between brands and customers
- The challenges encountered when engaging in programmatic digital display advertising through web/mobile channels
- Primary concerns in protecting and safeguarding your brand
- How to ensure the integrity of your digital ad positioning and its placement in safe and reputable content environments
- Areas of responsibility and accountability in brand security and adjacency integrity online

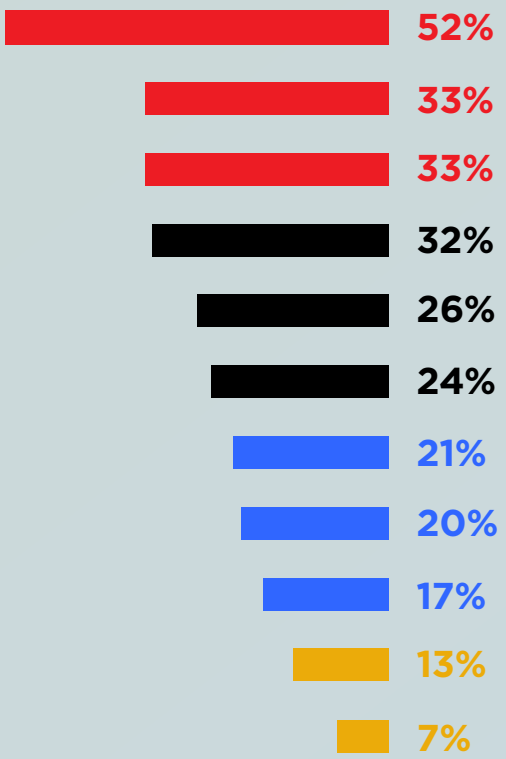
The full report also includes profiles and insights form leading executives interviewed for this initiative. Interviews and perspectives in the report include leaders from AIG, Ebiquity, GeoEdge, Integral Ad Science, Lenovo, MGM Resorts International, Morgan Stanley, Reebok, SAP, TUMI, United Rentals, Vera Bradley and Xertive Media.

To purchase the full report today, please visit:
https://www.cmocouncil.org/digital-ad-marketer-report

FULL REPORT SNAPSHOT

63 PAGES

12 CHARTS & GRAPHS FROM ALL SURVEY QUESTIONS ASKED OF EXECUTIVE MARKETERS

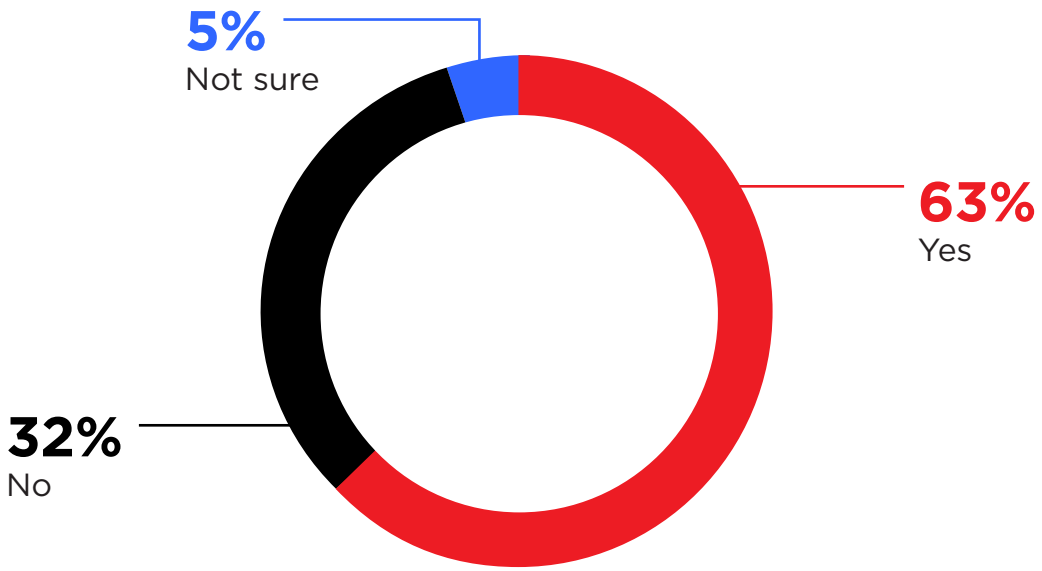


13 IN-DEPTH INTERVIEWS

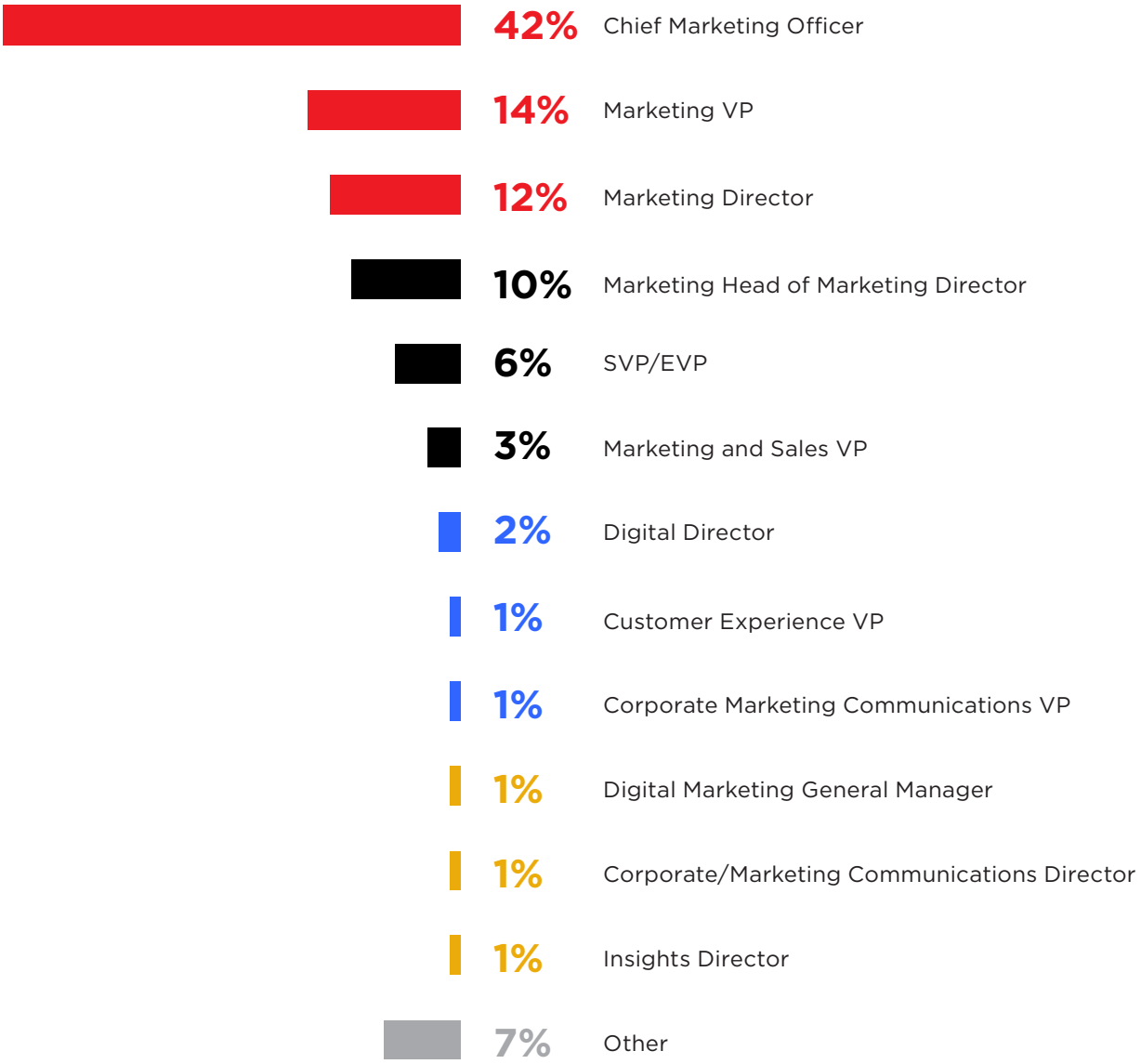
DEMOGRAPHICS

Is your brand doing programmatic digital display advertising through web/mobile channels?

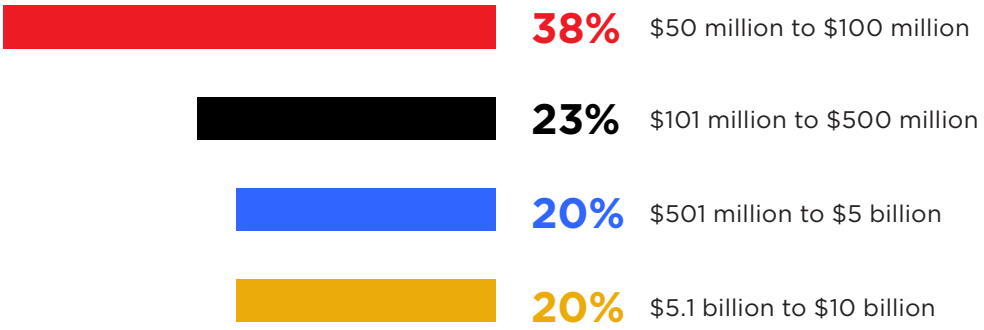
The following demographics outline the makeup of the 63 percent (182 completed respondents) of marketers who currently engage in programmatic buying for their digital advertising placements.



Q1- What most closely describes your position?

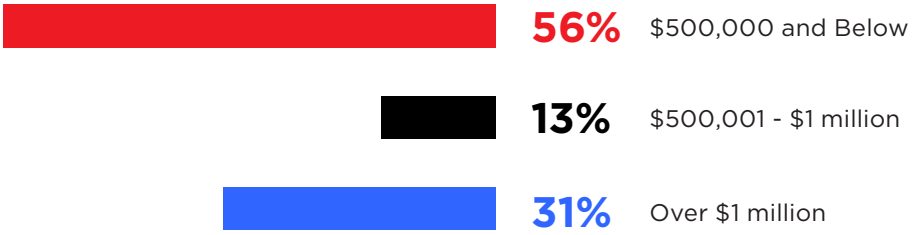


Q2- How large is your company by revenue (USD)?

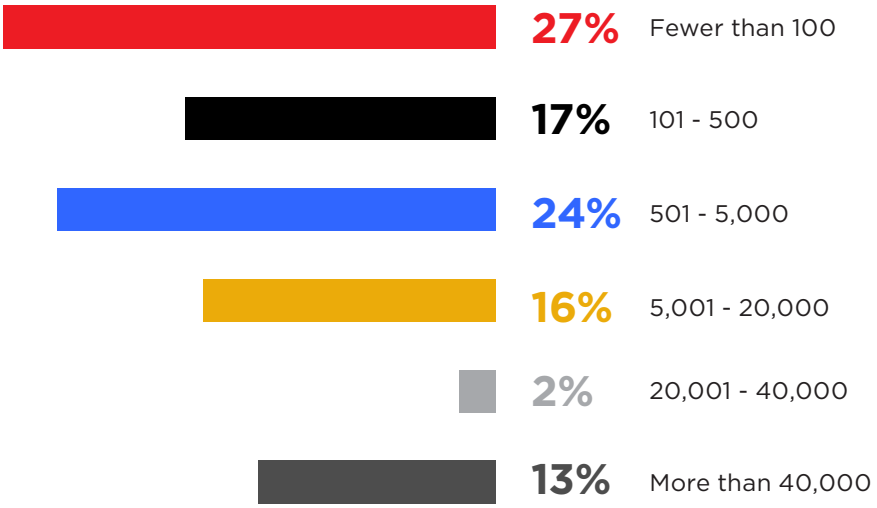


Q3 - What is your annual digital ad/media spend?

AVERAGE MEDIA SPEND: $43,208,818

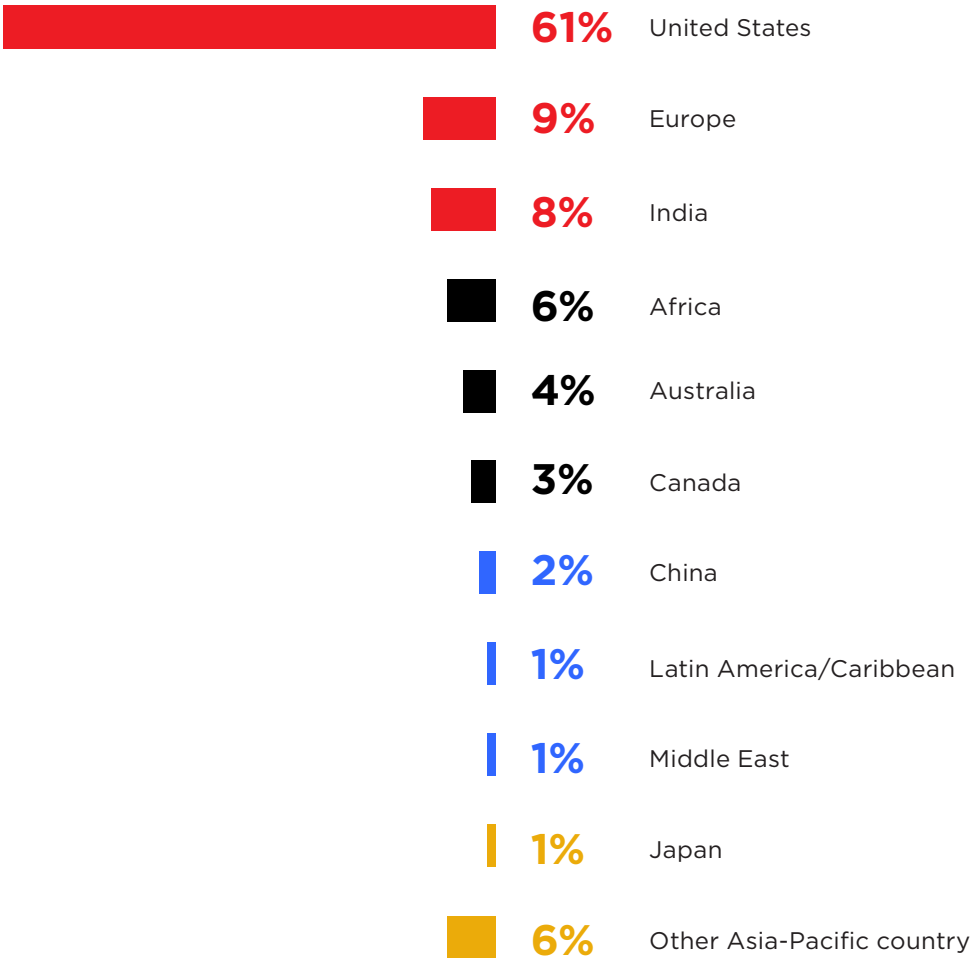


Q4 - About how many employees does your company have?



Q5 - What best describes your company's industry sector?

Q6 - In which region is most of your team located?



Not Engaged in Programmatic

A total of 109 respondents in our survey represent those who selected "no" or "not sure" when asked about their brand's use of programmatic digital display advertising through web/mobile channels.

- **42% of this group have the title of chief marketing officer**
- **9% of this group represent companies with revenue more than $1 billion**
- **52% of this group have access to ad spend over $500,000**

BEST-PRACTICE LEADERSHIP LISTING

MARK CLOWES
Global Head of Advertising
AIG

LAETITIA ZINETTI
Managing Principal
Ebiquity

TOBIAS SILBER
Vice President of Marketing
GeoEdge

MARIA POUSA
Chief Marketing Officer
Integral Ad Science

DAVID ROMAN
Chief Marketing Officer
Lenovo

LILIAN TOMOVICH
Chief Experience & Marketing Officer
MGM Resorts International

LISA MANGANELLO
Managing Director, Integrated Brand Marketing
Morgan Stanley

DAVID OKSMAN
Head of Global Strategic Communications Planning and US Activation
Reebok

MAGGIE CHAN JONES
Former Chief Marketing Officer
SAP

CHARLIE COLE
Chief Digital Officer
TUMI

CHRIS HUMMEL
Chief Marketing Officer
United Rentals

THERESA PALERMO
Executive Vice President/ Chief Marketing Officer
Vera Bradley

RAEUT BEN-ASHER
Vice President of Sales
Xertive Media

PARTNERS AND AFFILIATES

ABOUT CISION

Cision Ltd. (NYSE: CISN) is a leading global provider of earned media software and services to public relations and marketing communications professionals. Cision's software allows users to identify key influencers, craft and distribute strategic content, and measure meaningful impact. Cision has more than 3,000 employees, with offices in 15 countries throughout the Americas, EMEA and APAC. For more information about its award-winning products and services, including the Cision® Communications Cloud®, visit www.cision.com and follow Cision on Twitter @Cision.

ABOUT QUALTRICS

Qualtrics is a leading global provider of enterprise data collection and analysis products for market research, voice of customer, employee performance, and academic research. Through an intuitive, easy-to-use interface and award-winning services and support, Qualtrics products enable both professional and DIY researchers to conduct quantitative research at a lower cost and in less time than competing alternatives. Founded in 2002, Qualtrics has more than 5,000 clients worldwide, including half of the Fortune 100, more than 1,300 colleges and universities, and 95 of the top 100 business schools. For more information and a free trial, visit www.qualtrics.com.

ABOUT GMIC

The Global Mobile Internet Conference (GMIC) hosts mobile industry executives, entrepreneurs, developers and investors from around the globe to build partnerships, learn from industry thought leaders and show how innovation is improving the world. In 2017, over 75,000 attendees will gather with tech luminaries and top media at GMIC in eight international cities. As one of the largest tech conferences in the world, GMIC has become a global platform connecting innovators worldwide. For more information, please visit www.thegmic.com.

ABOUT INDUSTRY DRIVE

Washington, D.C.-based Industry Dive was formed in January 2012 to provide news and trends for industry leaders through convenient mobile apps and websites. Today, Industry Dive serves over four million executives through 15 industry-specific news publications: BioPharma Dive, CIO Dive, Construction Dive, Education Dive, Food Dive, Healthcare Dive, HR Dive, Marketing Dive, Mobile Marketer, Retail Dive, Smart Cities Dive, Social Media Today, Supply Chain Dive, Utility Dive, and Waste Dive. Learn more at www.industrydive.com.

About TranscribeMe

TranscribeMe is a new kind of voice-to-text transcription company. Based in the San Francisco Bay Area and New Zealand, it provides best-in-class transcription accuracy, turnaround times and rates by using a hybrid model of speech processing technology plus a crowd-sourced human transcriber platform. Industry leaders such as VMware, GigaOm, Cisco, Ipsos and other business and marketing professionals use this service to convert their audio and video content into an easily shareable, searchable and profitable format. With superior confidentiality and accuracy, TranscribeMe's voice-to-text services allow for on-the-go transcription via their mobile app, as well as perfect recall and rapid analysis of critical content, including conference speeches, meeting notes, interviews, sales calls and more. Learn more at www.transcribeme.com.

ABOUT THE CMO COUNCIL

The Chief Marketing Officer (CMO) Council is the only global network of executives specifically dedicated to high-level knowledge exchange, thought leadership and personal relationship building among senior corporate marketing leaders and brand decision makers across a wide range of global industries. The CMO Council's 12,500-plus members control more than $500 billion in aggregated annual marketing expenditures and run complex, distributed marketing and sales operations worldwide. In total, the CMO Council and its strategic interest communities include more than 35,000 global executives in more than 110 countries covering multiple industries, segments and markets. Regional chapters and advisory boards are active in the Americas, Europe, Asia Pacific, Middle East, India and Africa. The council's strategic interest groups include the Coalition to Leverage and Optimize Sales Effectiveness (CLOSE), Mobile Relationship Marketing (MRM) Strategies, LoyaltyLeaders.org, CMOCIOAlign.org, Marketing Supply Chain Institute, Customer Experience Board, Digital Marketing Performance Institute, GeoBranding Center and the Forum to Advance the Mobile Experience (FAME). For more information, visit the CMO Council at www.cmocouncil.org.

DOW JONES

ABOUT THE DOW JONES

Dow Jones is a global provider of news and business information, delivering content to consumers and organizations around the world across multiple formats, including print, digital, mobile and live events. Dow Jones has produced unrivaled quality content for more than 130 years and today has one of the world's largest newsgathering operations globally. It produces leading publications and products including the flagship Wall Street Journal, America's largest newspaper by paid circulation; Factiva, Barron's, MarketWatch, Financial News, DJX, Dow Jones Risk & Compliance, Dow Jones Newswires, and Dow Jones VentureSource. Dow Jones is a division of News Corp (NASDAQ: NWS, NWSA; ASX: NWS, NWSLV). For more information, visit www.dowjones.com.