

# Brand Safety in the age of Skepticism

Marketing in a post-truth era

Discussion paper and agenda

**17 October 2018**  
**(12.00pm - 2.30pm)**

**SHERATON IMPERIAL KUALA LUMPUR HOTEL**

ROOM TBA  
JALAN SULTAN ISMAIL, CHOW KIT, 50250 KUALA LUMPUR, WILAYAH PERSEKUTUAN KUALA LUMPUR,  
MALAYSIA

Marketing Roundtables: Because it's important to share opinions

# Agenda

12:00pm – Arrival of discussants, networking

12.25pm - Welcome from Rezwana Manjur, Regional Editor of *Advertising + Marketing* magazine

12:30pm – Round the table participant introductions

12:35pm – Commencement of discussion over lunch

2:30pm – End of lunch and networking

## Discussion points

*The following points are good indicators of what will be discussed over the luncheon. However, we are not restricted to these – constructive and spontaneous discussions are welcome.*

### **Technology, the customer, and your business**

1. How has the customer journey evolved as a result of today's rapid technology advancements?
2. How has advancements in tech changed the way customers interact with your business today?
3. How do you map your customers' journeys across multiple touch points and locations?
4. How has your mandate changed over the years in terms of customer acquisition, revenue targets, and marketing in general?

### **Brand Risk and Brand Safety**

1. In the wake of YouTube's Adpocalypse', what steps can marketers take to ensure their media partners are delivering their messages alongside content that is trustworthy and brand safe
2. Has 'programmatic advertising' become a dirty term? How are you reconciling the pros and cons of an ever growing reliance on martech?
3. What does the post-truth era mean for brand identity? What are the keys to staying authentic and genuine?
4. What kind of partners can marketers rely on to protect against brand safety breaches?

### **Fighting Ad Fraud and Ensuring Viewability**

1. How are you ensuring your ads are being seen by humans and not bots?
2. How are you ensuring your ads are being seen by the *right* people?
3. Who makes up the ad-blocking audience, why do they choose to block ads in the first place and what can brands do about it?

### **Challenges and solutions - where do we do from here?**

1. How do you see your customers evolving in the short and mid-term? How must brands change to adapt?
2. How do you keep up with new technologies and evolving best-practices? What is the best possible technology and marketing services available to help drive new capabilities?
3. Do you think true transparency will be achieved?
4. What according to you is slowing technology adoption?