

Publicis Groupe

BACKGROUND

Publicis Groupe is one of the world's largest advertising agencies. It manages advertising strategy, operations, and brand safety efforts for some of the world's largest brands.

PROBLEM

Publicis agencies advise clients on media buying, which is often restricted by ineffective moderation techniques including keyword blocking. They needed safeguards to uphold the highest standards of brand safety against the evolving threat of false news websites to protect brands' reputations and guarantee brand-safe advertising.

NEWSGUARD'S SOLUTION

Publicis formed a group-wide partnership with NewsGuard to provide its agencies and clients with access to BrandGuard, NewsGuard's product for advertisers enabling them to curate trusted news inclusion lists and misinformation exclusion lists to be used with their programmatic advertising. This tool provides Publicis clients with a constantly updated exclusion list to protect them from having their ads unintentionally fund thousands of misinformation and hoax websites.



“Relying on the platforms and DSPs is not enough. You really do need to have a third party like NewsGuard to come in and tell us that two of the three news sources cited are being funded by state-sponsored elements.”
- Yale Cohen, EVP Global Digital Standards, Publicis Groupe