



WEBINAR

# CAN you afford not to be brand conscious? Why responsible advertising matters.

Tuesday 2<sup>nd</sup> February 10.30am GMT



Tina Fegent  
CAN



Jake Dubbins  
CAN



Jerry Daykin  
GSK



Kristian Lorenzon  
O2



Iman Atta  
Tell Mama



1. **Why responsible advertising matters in 2021**
2. **The CAN experience according to leaders from brands and civil society**
3. **Questions to ask your agencies and media owners**



MERKLE

Kindred



meth

CREATIVEEQUALS



TOAST  
BREWED WITH BREAD

A



Conscious Advertising Network

WEBS

gyro:



The Conscious Advertising Network is a voluntary coalition of over 100 organisations set up to ensure that industry ethics catches up with the technology of modern advertising.

catch  
education matters

steer

A  
attacks

STOP  
funding  
HATE

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method.



CREATIVE EQUALS



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nus  
national union of students

O<sub>2</sub>



hopscotch  
Education matters



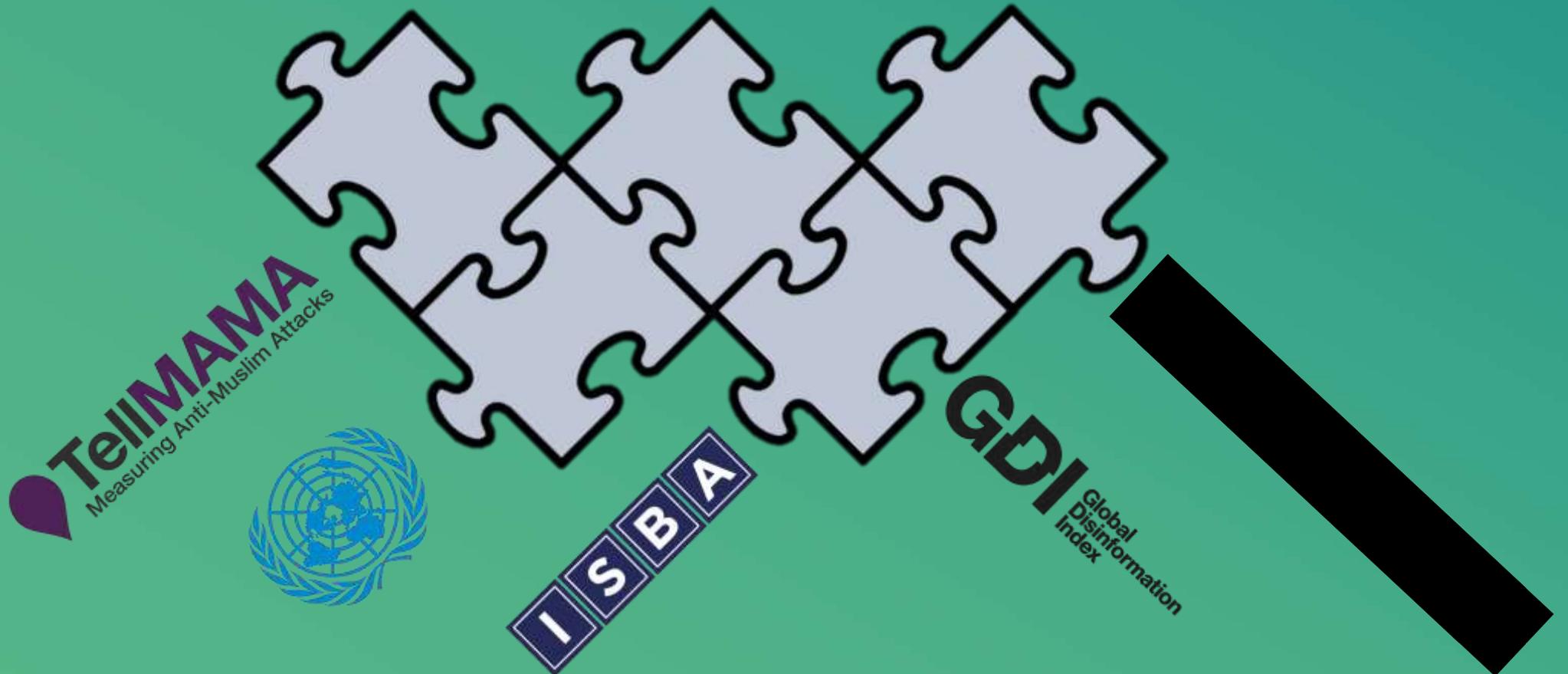
SHOW RACISM THE RED CARD



TellMAMA  
Measuring Anti-Muslim Attacks

STOP  
funding  
HATE

# CAN Brings Together New & Existing Leadership Across Multiple Different Areas to Help Brands Shape a Single Combined Solution



# Working Across Our 6 Manifesto Areas



**MISINFORMATION**



**HATE SPEECH**



**ANTI-FRAUD**



**DIVERSITY &  
INCLUSION**



**CHILDREN'S WELLBEING**



**INFORMED CONSENT**



GOAL

# GOAL

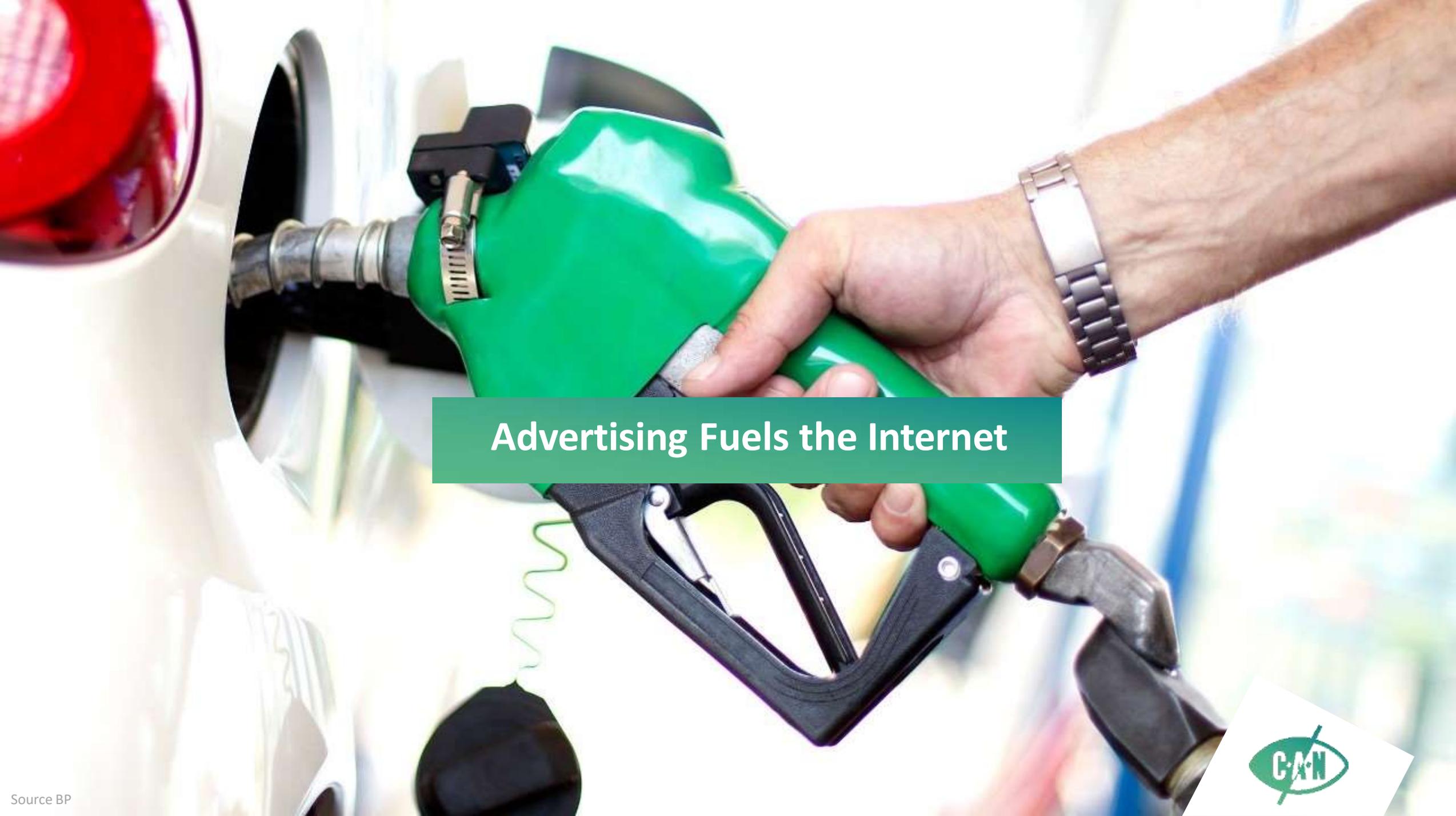
**For all brands to incorporate the principles of the manifestos into all agency briefs and RFPs.**

**To Change the Default**



**The ethics must catch up with the  
technology of modern advertising**



A close-up photograph of a person's hand holding a bright green fuel nozzle. The nozzle is inserted into the fuel tank of a white car. The person is wearing a silver metal watch on their left wrist. The background is blurred, showing a gas station environment. A semi-transparent green banner with white text is overlaid on the center of the image.

## Advertising Fuels the Internet



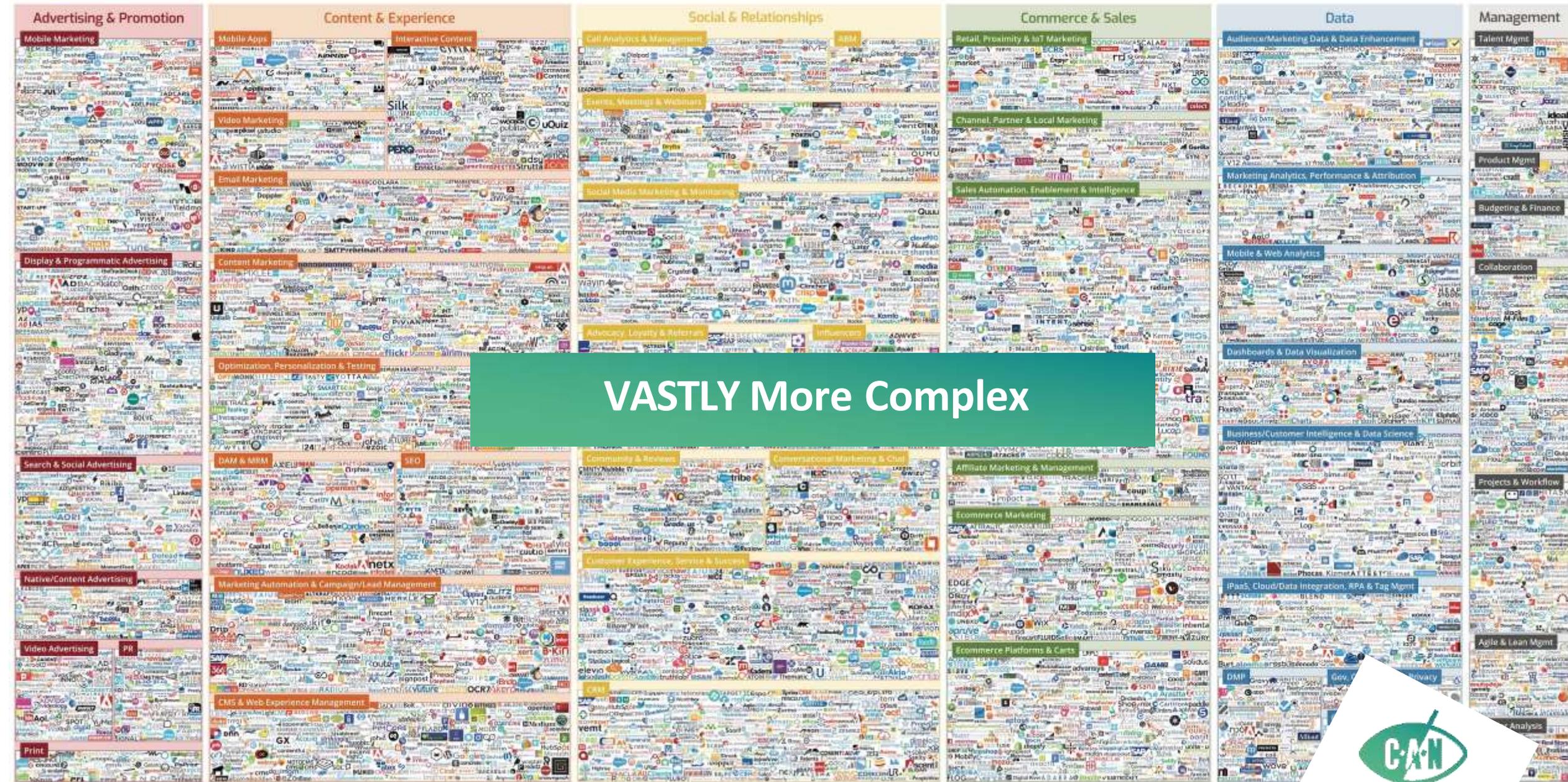
**In 2020, worldwide digital ad spending was estimated to be \$332.84 billion.**

eMarketer 2020





Advertising Funds Good Content



VASTLY More Complex



**But With Great Power,  
Comes Great Responsibility**





Are you asking  
your agency the  
right questions?



DISINFORMATION

# A MORAL AND COMMERCIAL IMPERATIVE

At least \$235 million in revenue is generated annually from ads running on extremist and disinformation websites, fueled in part by well-known companies across all sectors.

**The Global Disinformation Index**





Are you funding  
Covid denial?

# The Stakes



# Man who believed virus was hoax loses wife to Covid-19

By Marianna Spring  
Specialist disinformation reporter, BBC News

🕒 24 August 2020

📘 🗨️ 🐦 ✉️ 🔄 Share

Reality Check



## Top Stories

### New Covid-19 rules for more parts of North and Midlands

Millions of people in several regions face new restrictions after significant increases in Covid-19 cases.

🕒 1 hour ago

### New restrictions to cover large parts of England

🕒 8 hours ago

### Virus growth now 'widespread across the country'

🕒 36 minutes ago

## Features



News

# 5G coronavirus conspiracy theories: mobile phone networks invest in extra security amid spate of attacks

The UK's mobile networks are thwarting arson attempts from anti-5G protesters



# Advertising funding COVID Disinformation





# American Thinker



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## May 3, 2020 A Wizard of Oz Virus: The COVID-19 Hoax By Selwyn Duke



When I speak of a hoax and The Virus, I don't mean there isn't in our population a pathogen identified loosely as COVID-19 or, as the "unwoke" might say, the Wuhan Flu. As with past respiratory diseases, it's also dangerous to the vulnerable. But as

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edge

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ZUM PRODUKT

### About this entry

You're currently reading "5G PROVEN TO CAUSE 'COVID-19!' | 5G Technology and induction of coronavirus in cells | Study Proving 5G=Coronavirus Link | 5G, could have the main role in constructing various types of viruses, such as Coronaviruses, within a cell. | UPDATE: STUDY HAS BEEN PULLED. FULL STUDY POSTED HERE," an entry on Truth11

Published: July 23, 2020 / 12:10 am

Category: [1. All Articles](#), [5G = Oxygen Deprivation](#), [5G depopulation agenda](#), [COVID-19 And 5G](#)

Tags: [5G and covid-19](#), [5G depopulation agenda](#), [covid-19](#), [Health](#), [News](#)

## 5G PROVEN TO CAUSE 'COVID-19!' | 5G Technology and induction of coronavirus in cells | Study Proving 5G=Coronavirus Link | 5G, could have the main role in constructing various types of viruses, such as Coronaviruses, within a cell. | UPDATE: STUDY HAS BEEN PULLED. FULL STUDY POSTED HERE

### JOURNAL OF BIOLOGICAL REGULATORS & HOMEOSTATIC AGENTS

Read Research Paper [HERE](#)

[Update: The Research paper has been removed. A copy of the the paper is posted below:]

Coronavirus disease (COVID-19) is the main problem this year involving the entire world (1). This is an infectious disease caused by a newly-discovered coronavirus. This virus is a member of related viruses that cause diseases in mammals and birds. In humans, coronaviruses cause respiratory tract infections that can be mild, such as some cases of the common cold (among other possible causes, predominantly rhinoviruses), and others that can be lethal, such as SARS, MERS, and COVID-19. Among them, COVID-19 is an enveloped virus with a positive-

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[Neoliberal Death Knell for Indian Agriculture](#)

[New US Ambassador to Germany Attracts the Usual Enemies: Doug Macgregor Feels the Wrath of the Pro-Israeli Lobby](#)

[Who Is Behind the Judge Who Is Trying](#)



# The Covid-19 Pandemic, Does It Exist? The Truth is Being Obliterated. The Global Elite's Campaign Against Humanity

By [Robert J. Burrowes](#)

Global Research, August 06, 2020

Theme: Media Disinformation, Police State & Civil Rights, Science and Medicine

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*The COVID-19 virus. Does it exist? Is it a novel virus? Is there a Pandemic?*



Are you funding  
Climate Science  
denial?

**bulb** Bulb TV ad February 2019 - 'the biggest green energy company'

Bulb



Ad 1 of 2 · 0:28 © bulb.co.uk

0:01 / 0:30



**bulb** Bulb bulb.co.uk [LEARN MORE](#)

Up next AUTOPLAY

Ist der Klimawandel noch zu stoppen?



2:05

#kurzerklärt: Ist der Klimawandel aufzuhalten?

tagesschau ✓

12K views · 2 years ago



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Ad utility.discount

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**11 unglaubliche Simpsons VORHERSAGEN DIE WAHR...**

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10:43

RT is funded in whole or in part by the Russian government. [Wikipedia](#)

RT Deutsch Exklusiv zum Klimawandel: Prof. Dr. Kirstein "CO2 ist harmlos"



0:03 / 21:55

Context

Climate change

Wikipedia

Climate change includes both the global warming driven by human emissions of greenhouse gases, and the resulting large-scale shifts in weather patterns. While there have been previous periods of climatic change, changes observed since the mid-20th century have been unprecedented in rate and scale.



Lord Christopher Monckton - Global Warming is a Hoax

301,043 views • 3 Sep 2015

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ideacity  
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TED  
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Tony Abbott. President of the



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☰ Context

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Ad 2 of 2 - 0:00 blog.aboutamazon.co.uk

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funding  
attempted  
coups?

# Investigators Eye Right-Wing Militias at Capitol Riot

The F.B.I. has arrested several members associated with violent right-wing extremist groups known as the Oath Keepers and the Three Percenters.

f 📷 🐦 📧 ↻ 📌 52





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# EUROPEAN Q-UNION Far-right conspiracy QAnon surging in Europe as fanatics plot return of Nazi Reich and link Satanists to Jimmy Savile

**EXCLUSIVE**

[Henry Holloway](#)

28 Jan 2021, 16:50 | Updated: 29 Jan 2021, 12:36



**6 Comments**

**QANON** is surging across Europe as the US conspiracy theory finds new ground to flourish in nations such as Britain, Germany and France, experts have warned.

The dangerous belief is being adapted by far right groups who are mixing

Unlock cash from your home



Age

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**HATE  
SPEECH**



Are you funding  
Homophobia  
online?

News > World > Europe

# Polish newspaper to hand out ‘LGBT-free zone’ stickers

‘We respect freedom of speech, but we must stand together on the side of values such as diversity and tolerance,’ says US ambassador

Chiara Giordano | Friday 19 July 2019 13:35 |



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The Independent





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*NEVER*

Liverpool FC 2020/21 Away Kit

OUT NOW



Wykup prenumeratę

Nr 34 z 19 sierpnia 2020  
ZALOGUJ SIĘ



SKLEP

PATRONATY

Wróg ludu

## Republika kontra imperium



Jako wielki fan filmów science fiction zawsze wysoko stawiałem pierwsze odcinki „Gwiezdných wojen”. Wśród bajkowych soen i pełnych „mocy” rycerzy toczył się zasadniczy spór dotyczący mieszkańców

różnych planet: czy przed zagrożeniami obronić ich może Republika czy też totalitarne Imperium.

Tomasz Sakiewicz

[czytaj więcej »](#)



Artykuł tygodnia

## 56 płci. Przewodnik po szaleństwie ideologii LGBT. Słownik nowomowa



Kim są „pangenderyści”, którzy uważają, że należą do wszystkich płci jednocześnie? I czym różnią się od „two-spirit”, czyli posiadaczy podwójnej duszy? A jak ma się do tego płec płynna, czyli „gender fluid”?

Hubert Kowalski

[czytaj więcej »](#)



Polecamy



Felietony

Jerzy Targalski

Nr 33 z 14 sierpnia 2019

ZALOGUJ SIĘ



PATRONATY

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Business Premium



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Tomasz Sakiewicz



## Dopiero się zaczęło

Jeszcze nigdy żadna akcja „Gazety Polskiej” nie zyskała tak ogromnego wsparcia czytelników. Bywało naprawdę różnie, a wiele rzeczy u nas publikowanych oceniano jako ocieranie się o granicę skrajnego ryzyka.

Tym razem jednak stało się zupełnie inaczej. Sto procent naszych czytelników, ale też tysiące tych, którzy nie czytali „Gazety Polskiej”, oeniło protest w sprawie LGBT jako autentyczny przełom. Wielu ludzi miało ochotę od dawna coś w tej sprawie zrobić. Chcieli postawić kwestię ataku ideologów LGBT na szkoły i instytucje państwowe, a na koniec na prywatne korporacje. Wielu ideologów „nowej wiary” pragnie autentycznej cenzury,...

[czytaj więcej »](#)

Artykuł tygodnia

Jacek Liziniiewicz



## Tęczowy PSL. Przebieranki ludowców zupełnie nie wyglądają na wiarygodne

Krytyka arcybiskupa Marka Jędraszewskiego, poparcie dla związków partnerskich, finansowanie procedury in vitro, a nawet ograniczenie jedzenia mięsa i spełnienie innych kryteriów dotyczących polityki klimatycznej – to tylko część hasel, z którymi wychodzi do ludu Polskie Stronnictwo Ludowe. Mimo deklaracji o wychodzeniu z centrum i pokazowym udawaniu konserwatystów, PSL w praktyce dalej kontynuuje wcześniejszą linię.

O Wincentym Witosie, jednym z twórców ruchu ludowego w Polsce, mawiano, że jak idzie po sejmowych schodach, to nie wiadomo, czy schodzi, czy wchodzi. Dwa miesiące przed wyborami takie same...

[czytaj więcej »](#)

Patronaty



Nr 33 z 14 sierpnia 2019



Felietony



## Wojciech Mucha Przeciw inżynierii dusz

W niniejszym numerze tygodnika „Gazeta Polska” znajdują Państwo obszerną analizę tego, czego podobno nie ma – ideologii LGBT. Grzegorz Strzemecki bnie...

[czytaj więcej »](#)



## Katarzyna Gójska A gdyby Sadowski był księdzem

Wątpię reakcja mediów na ujawnienie podejrzenia o pedofilię znanego muzyka Krzysztofa Sadowskiego jak na dłoni pokazuje, że...

https://www.gazetapolska.pl/

2

⋮

# GAZETA POLSKA

WYKUP PRENUMERATY PDF SERWIS ARCHIWAUM KRAJOWY DWÓJKA GOSPODARWA KULTURA PUBLICYSTYKA FELITONY

WYMIARY

WYDZIAŁ EDYCJA HUMANITAS

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CZŁOWIEK To...

Porozmawiaj z transseksualistą, czyli co finansuje samorząd PO. Zamiast książek biblioteki wypożyczają gejów



Dorota Karina

W kilkudziesięciu polskich miastach jest realizowany projekt „Żywa Biblioteka” – tytuły „Żywych Książek” promują różnorodność i równość. W tę inicjatywę jest zaangażowane m.in. Stowarzyszenie Diversja oraz Stowarzyszenie Lambda, a środki pochodzą głównie z Fundacji Batorego oraz Funduszy norweskich. Partnerem akcji była przez pewien czas Polska Fundacja Dzieci i Młodzieży.

O trwającej ofensywie LGBT nie trzeba już nikogo przekonywać. Wydarzenia ostatnich miesięcy pokazują, że trwa wojna kulturowa, w którą zaangażowane są liberalne środowiska i ogromne pieniądze. Często inicjatywy związane z LGBT przedstawia się jako projekty antydyskryminacyjne i promujące

[pozostało do przeczytania 91% tekstu]

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Posted March 16, 2015 by [Abe Goodman](#) in [Science & Technology](#)

# PROOF: CHEMTRAILS BEING USED TO CHEMICALLY INFECT MEN WITH HOMOSEXUALITY

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Homophobia on  
TV?

# TVP - Poland



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CORONAVIRUS: MAPS, STATISTICS, ADVICE

## A gay fair. "Trafficking in children will be considered a human right"

IKL, SC 2020, 16:17 / update: 21:00

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**THE LATEST**

- 07:28 Funeral of a person who died of COVID-19. Ministry recommendations
- 06:59 Coronavirus vaccine: expert reveals condition of effectiveness
- 06:54 Donald Trump announces victory in Georgia and Wisconsin. "Looks very good"
- 06:47 The US federal attorney's office will begin investigating election fraud. This is a precedent
- 06:43 They talked about the rule of law, they can lose funds themselves
- 20:00 End of the Nagorno-Karabakh war. Armenia's prime minister: it is a painful



Oglądaj na: [wiadomosci.tvp.pl](http://wiadomosci.tvp.pl)

# DZIECI NA SPRZEDAŻ DLA HOMOSEKSUALISTÓW



**“LGBT ideology is ruining the family”**

“#rainbowplague”

## #Tęczowa zaraza



**Adwokat Marka M.: Mój klient nie podrzynał gardła kukły abp. Jędraszewskiego**



**Szef MON: Dziś Polska jest krajem, w którym zło jest nazywane złem**

# A gay fair. "Trafficking in children will be considered a human right"

Sunday 8 November 2020 | update: 14:46

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Reklama 1 z 2 | 00:12  
Dzięki reklamie oglądasz za darmo

Hyundai i30  
z sumą korzyści do **7 000 zł**

WE 1F597

REKLAMA

Dear user

REKLAMA: A video advertisement for the Hyundai i30. The car is shown at night with its headlights on. The license plate is WE 1F597. A blue text box in the upper right corner of the video displays 'Hyundai i30' and 'z sumą korzyści do 7 000 zł'. The video player interface includes a pause button, a volume icon, and a 'REKLAMA' label. At the bottom, there is a 'Dear user' notification box and a full-screen icon.

# Dzieci na sprzedaż dla homoseksualistów

publikacja: 09.11.2020, 19:30



To targi z pozoru jak wszystkie inne, gdyby nie szokujący "towar", który jest tam



Kanały





Are you  
funding white  
supremacy?

# The Great Replacement

A white nationalist far-right conspiracy theory which states that, **with the complicity or cooperation of "replacist" elites**, white populations are being progressively replaced with non-European peoples - through mass migration.



# Common White Supremacy Terms

**The Great Replacement**

White Genocide

Ethnopluralism

Generation Identity

White Power

White Pride

White Separatism

Red Pill

Remigration

Eurabia



Identitarian Movement Austria held a protest against “The Great Replacement” in Vienna, calling for “remigration” and “de-Islamization” a week after the Christchurch Terrorist atrocity.



## Christchurch shooting

This article is more than 1 year old

# Christchurch shooter's links to Austrian far right 'more extensive than thought'

Emails show Brenton Tarrant was invited to meet Identitarian leader Martin Sellner, according to reports in Europe

Jason Wilson

@jason\_a\_w

Thu 16 May 2019 03:15 BST



211



▲ Martin Sellner, leader of the Identitarian movement in Austria, has reportedly admitted more extensive email contact with Christchurch shooter Brenton Tarrant. Photograph: Georg Hochmuth/AFP/Getty Images

Contacts between Austrian Identitarian leader, Martin Sellner, and the

NEW ZEALAND SHOOTING

# New Zealand mosque shooting: Attacker's apparent manifesto probed

Although not confirmed by authorities, a 74-page manifesto titled "The Great Replacement" was posted online that matched several details about the attack.



0:05 / 2:42   

#ZukunftEuropa  
Zukunft für Europa - Identitäre Bewegung  
595,421 views • Jan 21, 2016

 17K  4.6K  SHARE  SAVE ...

 Identitäre Bewegung Deutschland  
26.8K subscribers

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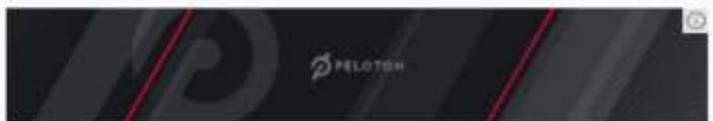
Skip Ad

Ad - 0:02 [onepeloton.co.uk/bikes](http://onepeloton.co.uk/bikes)

#ZukunftEuropa  
 Zukunft für Europa - Identitäre Bewegung

595,421 views • Jan 21, 2016

17K 4.6K SHARE SAVE ...



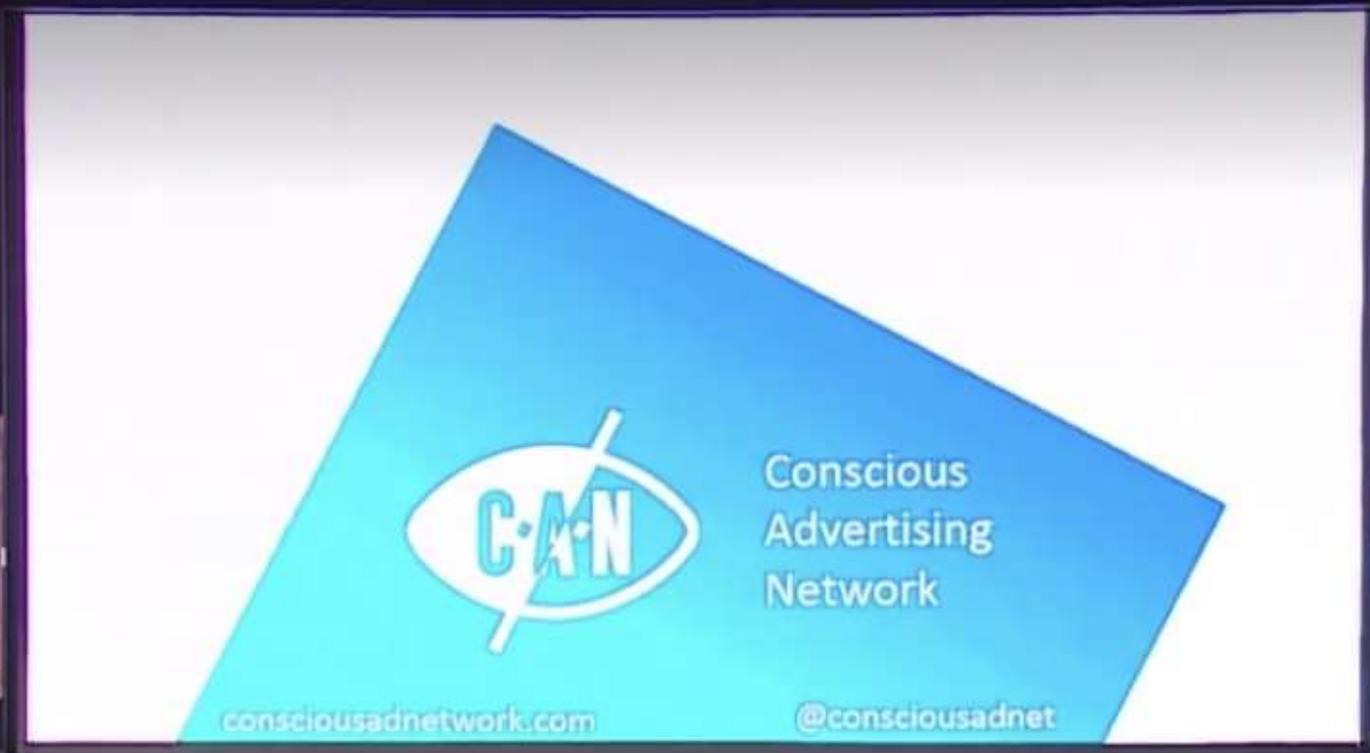
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# United Nations Global Compact for Migration





INTERGOVERNMENTAL CONFERENCE TO ADOPT THE GLOBAL COMPACT  
FOR SAFE, ORDERLY AND REGULAR MIGRATION  
MARRAKESH - 10 & 11 DECEMBER 2018



The Global Compact reaffirms the sovereign right of States to determine their national migration policy and their prerogative to govern migration within their jurisdiction, in conformity with international law.

This fact was systematically undermined online and funded by advertising.

-  UN's Global Compact for Migration Expands on Hate...  
The Liberalists  
25K views · 1 week ago
-  The Terrible Truth About the UN Migration Compact  
Stefan Molyneux  
221K views
-  What they won't tell you about the UN Global Compact on...  
Rebel Media  
31K views · 4 days ago
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JihadWatchVideo  
2.9K views · 3 days ago
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10:21



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Published on Nov 30, 2018

VISIT: <http://www.StopTheMigrationPact.com>  
David Menzies of The Rebel.Media reports: The secretive United Nations conference called the "Intergovernmental Conference to Adopt the

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UN's Global Compact for Migration Expands on Hate Speech to Criminalise...  
17K views

Rebel Media were one of the organisations attacking  
this agreement in 2018.

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**UN MIGRATION PACT EUROPE & IRELAND**

UN Migration Pact: Europe & Ireland

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78K views

New

19:54

**Munroe Bergdorf Clashes With Piers in Heated Debate on...**

Good Morning Britain ✓

287K views

New

12:29

#Canada #Immigration #Politics

**What they won't tell you about the UN Global Compact on Migration**

32,387 views 👍 1.7K 👎 16 ➦ SHARE 🔖 SAVE ⋮



WESTMINSTER M

‘Muslims are filthy scumbags’

Jan 2019

‘Make war on muslims’

Jan 2019





# '10 things I hate about Jews'

Gavin McInnes, 2017 video published on Rebel Media



‘Make no mistake, these migrants are like  
cockroaches’

Katie Hopkins, 2015, The Sun

# The barrel of the Christchurch Terrorist's Gun



14 Here's Your  
Migration  
Compact! Share  
Max

HERA GMBH

HERA GMBH

**Hate and Misinformation is an economic model.  
People are free to say what they like within the law.**

**They have no right to be paid.**





Diversity &  
Inclusion



Are you making  
ads that  
reinforce  
stereotypes?



HM Government



**CORONAVIRUS**

**STAY HOME. SAVE LIVES.**



The new COVID-19 variant is spreading fast.  
Every action counts.

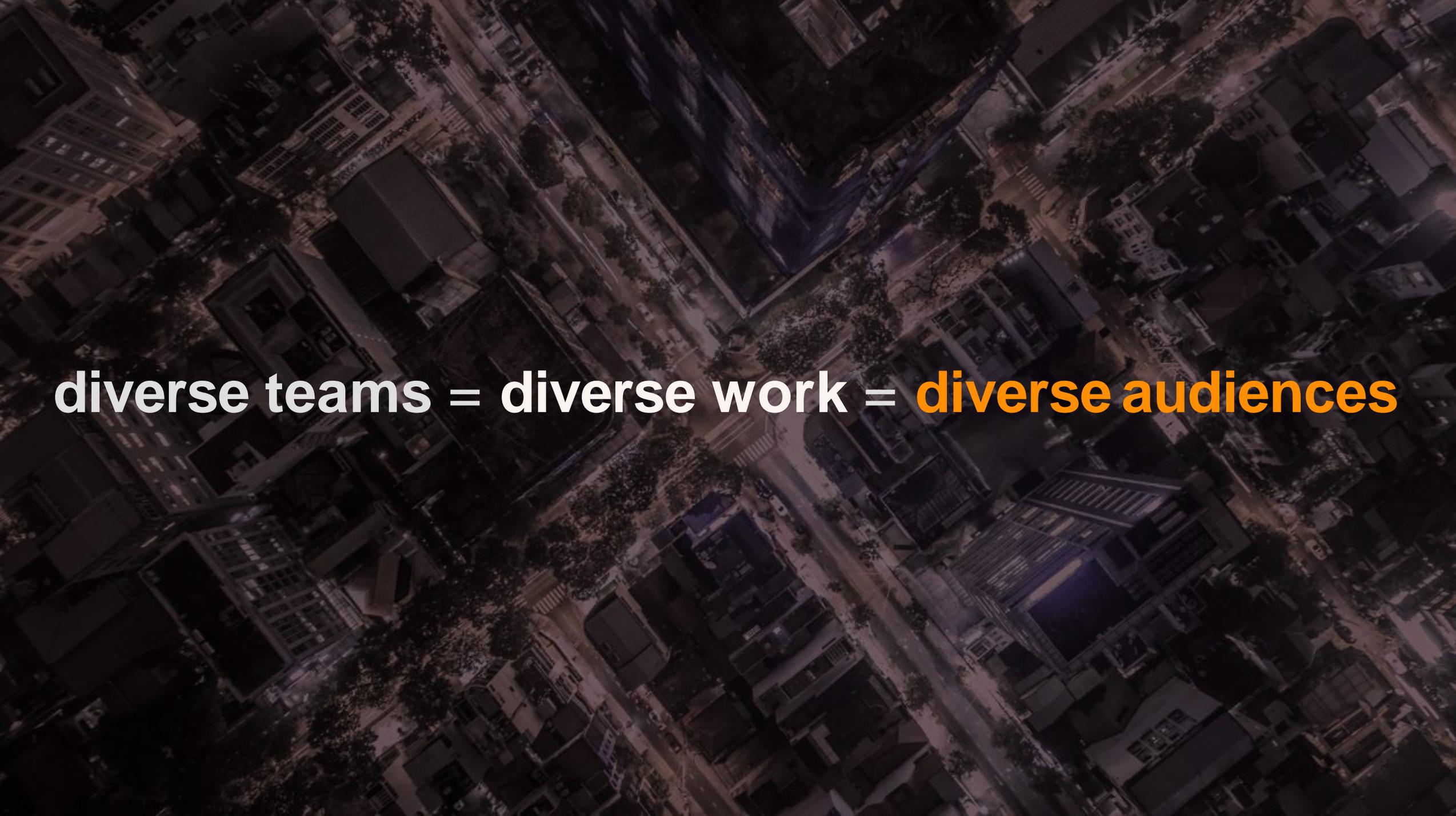
**STAY HOME ▶ PROTECT THE NHS ▶ SAVE LIVES**

**SOMETIMES,  
LIGHTER  
IS BETTER**



Comparison based on calories in the average 5 oz glass of white

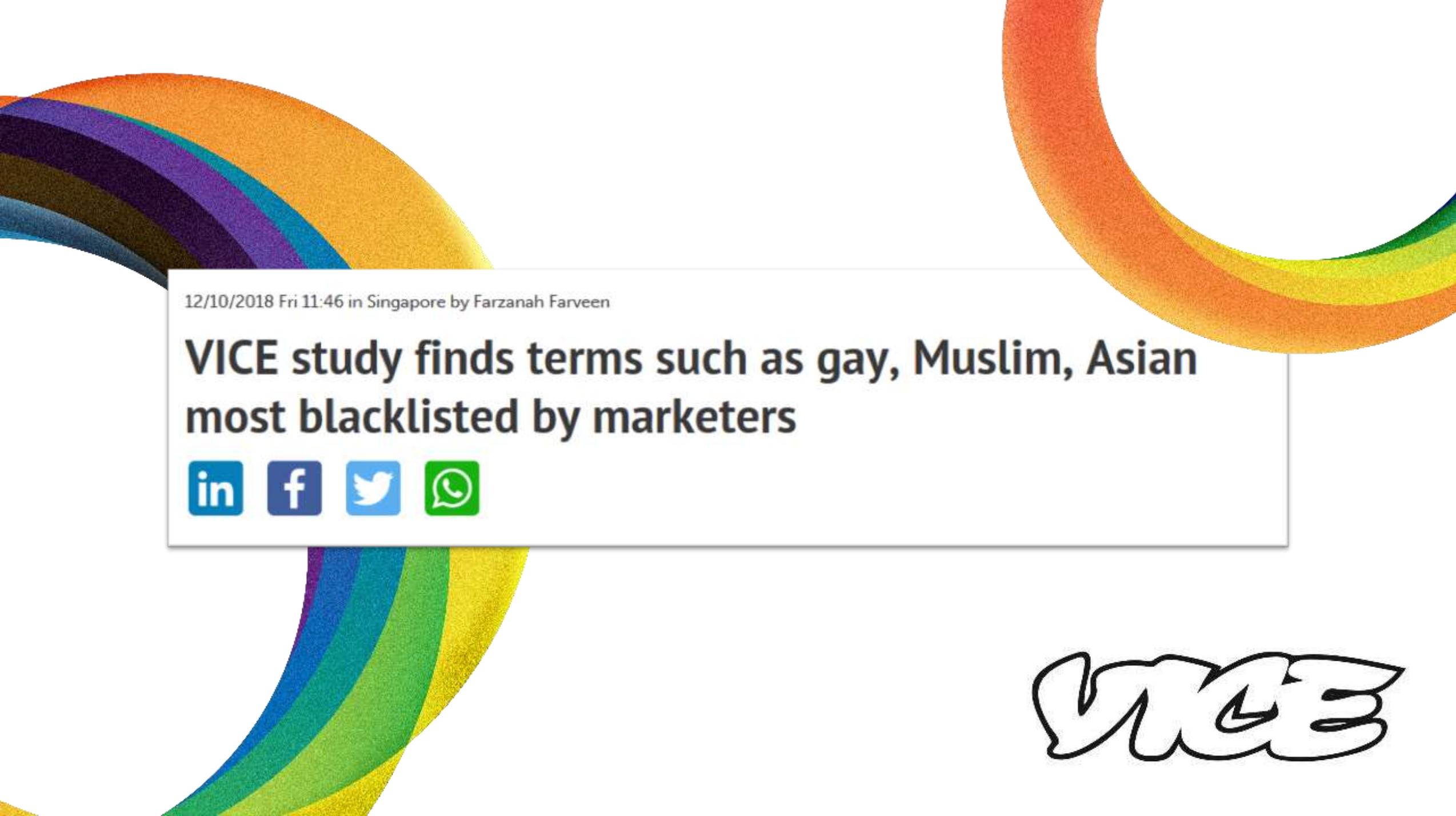


An aerial, top-down view of a city street grid. The streets are dark, and the buildings are light-colored. A large, semi-transparent blue arrow points downwards from the top center of the image. The text "diverse teams = diverse work = diverse audiences" is overlaid on the image, with "diverse audiences" in orange and the rest in white.

**diverse teams = diverse work = diverse audiences**



Are you blocking  
diverse media?

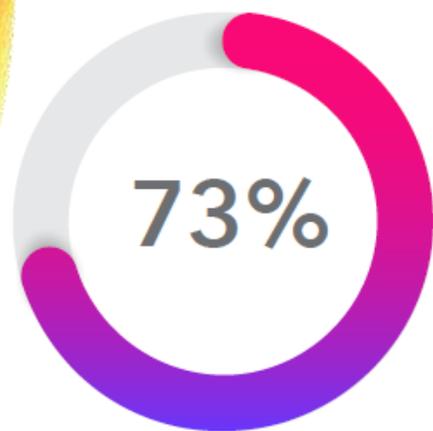
The image features several thick, curved rainbow arcs in shades of red, orange, yellow, green, blue, and purple, positioned in the top-left, top-right, and bottom-left corners. A white rectangular box with a thin grey border is centered on the page, containing text and social media icons.

12/10/2018 Fri 11:46 in Singapore by Farzanah Farveen

## **VICE study finds terms such as gay, Muslim, Asian most blacklisted by marketers**



**VICE**



73% OF SAFE LGBTQ  
RELATED NEWS CONTENT  
IS BEING BLOCKED

**NEARLY THREE-QUARTERS**

**OF LGBT STORIES UNMONETIZABLE**





without funding  
from advertisers,  
minority voices  
will disappear.



Advertising  
Fraud



Are you  
funding  
organized  
crime?

Global ad fraud is estimated at \$35 billion in 2020.

Cheq and University of Baltimore





‘On current trends Ad Fraud is second only to the drugs trade as a source of income for organised crime.’

WFA 2016





Children's  
Wellbeing



Are you looking  
after the  
wellbeing of  
children?



NEWS >

## **ASA tech trial exposes how gambling brands are targeting kids**



**kimkardashian** • Following

Paid partnership with [flattummyco](#)

**kimkardashian** #ad You guys...  
[@flattummyco](#) just dropped a new product. They're Appetite Suppressant Lollipops and they're literally unreal. They're giving the first 500 people on their website 15% OFF so if you want to get your hands on some... you need to do it quick! #suckit

[Load more comments](#)

**jose\_eduardo.ch** Yayyy

**elinaakhmet** Lb

**yochicachristy** Don't get me wrong, I absolutely love Kim and all the other Kardashians but this is absolutely insane. There are so many young girls, like myself, who are following her and learning from the things she does. Appetite Suppressants aren't something she should be promoting! This is wrong.



**113,433 likes**

11 MINUTES AGO



Informed  
Consent



‘Too many are still asking the question "How much can we get away with?" when they need to be asking "What are the consequences?’

What are the consequences of prioritizing conspiracy theories and violent incitement simply because of the high rates of engagement?

What are the consequences of not just tolerating but rewarding content that undermines public trust in life-saving vaccinations?’

Tim Cook 2021





What questions  
are you asking  
your agency?



What questions  
are you asking  
media owners?

# GOAL

**For all brands to incorporate the principles of the manifestos into all agency briefs and RFPs.**

**To Change the Default**



# THE ASK

1. Put the CAN principles in the contracts, RFPs and briefs.
2. Train your brand side and agency side teams
3. Help us improve the ethics of the whole ecosystem for all



# TESTIMONIAL

*“As a provider of technology it is our responsibility to ensure it is used as a positive force for good. We joined **CAN** to work together as brands and partners to help tackle the challenges the industry face”.*

**Kristian Lorenzo**

Digital Lead, Brand & Marcomms, O2



# TESTIMONIAL

*We believe passionately both in our responsibility as an advertiser to be conscious about what our media funds, but also the role we can all play in moving the entire industry forward. As the world remains in a challenging healthcare situation it couldn't be clearer how vital it is to fund accurate journalism and tackle disinformation.*

**Jerry Daykin**

EMEA Senior Media Director GSK



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on Twitter or LinkedIn**



# THANKS FOR READING

Drop us an email to fix an introductory call  
[hello@consciousadnetwork.org](mailto:hello@consciousadnetwork.org)

Find out more about CAN at our website  
<http://www.consciousadnetwork.org/>

