



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

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meth

CREATIVE EQUALS



TOAST  
BREWED WITH BREAD

A



Conscious  
Advertising  
Network

WEBS

gyro:



steer

cotch  
education matters

STOP  
funding  
HATE

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.

[consciousadnetwork.com](http://consciousadnetwork.com) // [@consciousadnet](https://twitter.com/consciousadnet)

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avocet



method



CREATIVEEQUALS



TOAST  
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Accenture Interactive



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gyro:



nus  
national union of students

O<sub>2</sub>



hopscotch  
Education matters



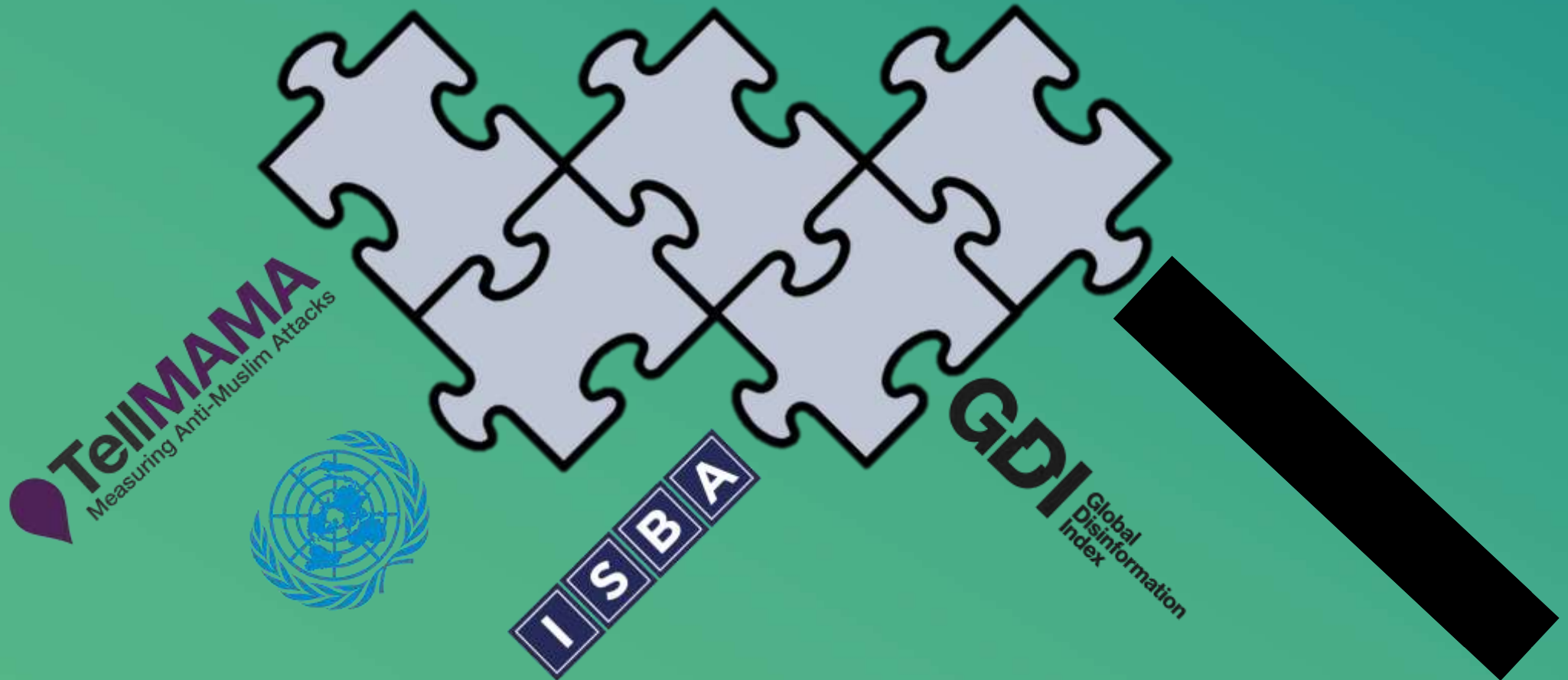
SHOW RACISM THE RED CARD



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 hand is wearing a silver metal-link wristwatch. The nozzle is being inserted into the fuel tank of a white vehicle. The background is blurred, showing a typical gas station environment with blue and white structures.

## Advertising Fuels the Internet



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

eMarketer 2020







Advertising Funds Good Content







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

[f](#) [💬](#) [🐦](#) [✉](#) [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





# 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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Archives Home → Articles

Email | Print | 318 Comments | Like 2.7K | Tweet | Share | 503

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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- Democrats Will Sacrifice Americans to Win the Presidency
- Phyllis Schlafly As I Knew Her



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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GO



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Notre site en Français: mondialisation.ca  
Nuestro sitio en español: Globalizacion  
Asia-Pacific Research

US Nato War Economy Civil Rights Environment Poverty Media Justice 9/11 War Crimes Militarization History Science

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Arctic Tensions Rise as Britain Leads Show of Force Against Russia in the Barents Sea

Truth and Nonviolence, Tolstoy and Gandhi: Light as Darkness Approached

Novichok in Navalny's Water Bottle?

The End of Reality?

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... Who Is Trving



# 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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Email 23

Share 878



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



Are you funding  
Climate Science  
denial?

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

bulb

bulb

Ad 1 of 2 · 0:28 · bulb.co.uk

0:01 / 0:30

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

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

**Bulb**  
bulb.co.uk  
LEARN MORE

Up next AUTOPLAY

**#kurzerklärt: Ist der Klimawandel aufzuhalten?**  
tagesschau  
12K views · 2 years ago  
2:05

**Gas & Electricity Discount**  
You Could Be Eligible For £302 Off Your Energy Bills.  
Ad utility.discount  
VISIT SITE

**11 unglaubliche Simpsons VORHERSAGEN DIE WAHR...**  
KinoCheck  
Recommended for you  
10:43





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

6.3K 608 SHARE SAVE

Up next

AUTOPLAY



Matt Ridley - A New Perspective on Climate Change

Ideacity

75K views • 5 years ago

18:27



Fix Slow Wi-Fi In 3 Minutes

Finally, there is a new plug-in device that can double internet speeds & Wi-Fi reach.

Ad wifiblastshop.com

VISIT SITE



Lord Christopher Monckton - The Economics Behind...

Ideacity

195K views • 2 years ago

12:38



Strange answers to the psychopath test | Jon Ronson

TED

Recommended for you

18:02

Tony Abbott. President of the





☰ Context

Climate change 🔗

**Ad Amazon Stories EU** ⓘ

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100% Electric 1:16

Neue Jobs bei Amazon! 1:25

Weg gegen Corona 1:59

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**Matt Ridley - A New Perspective on Climate Change**  
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**Fix Slow Wi-Fi In 3 Minutes**  
Finally, there is a new plug-in device that can double internet speeds & Wi-Fi reach.

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☰ Context

Climate change



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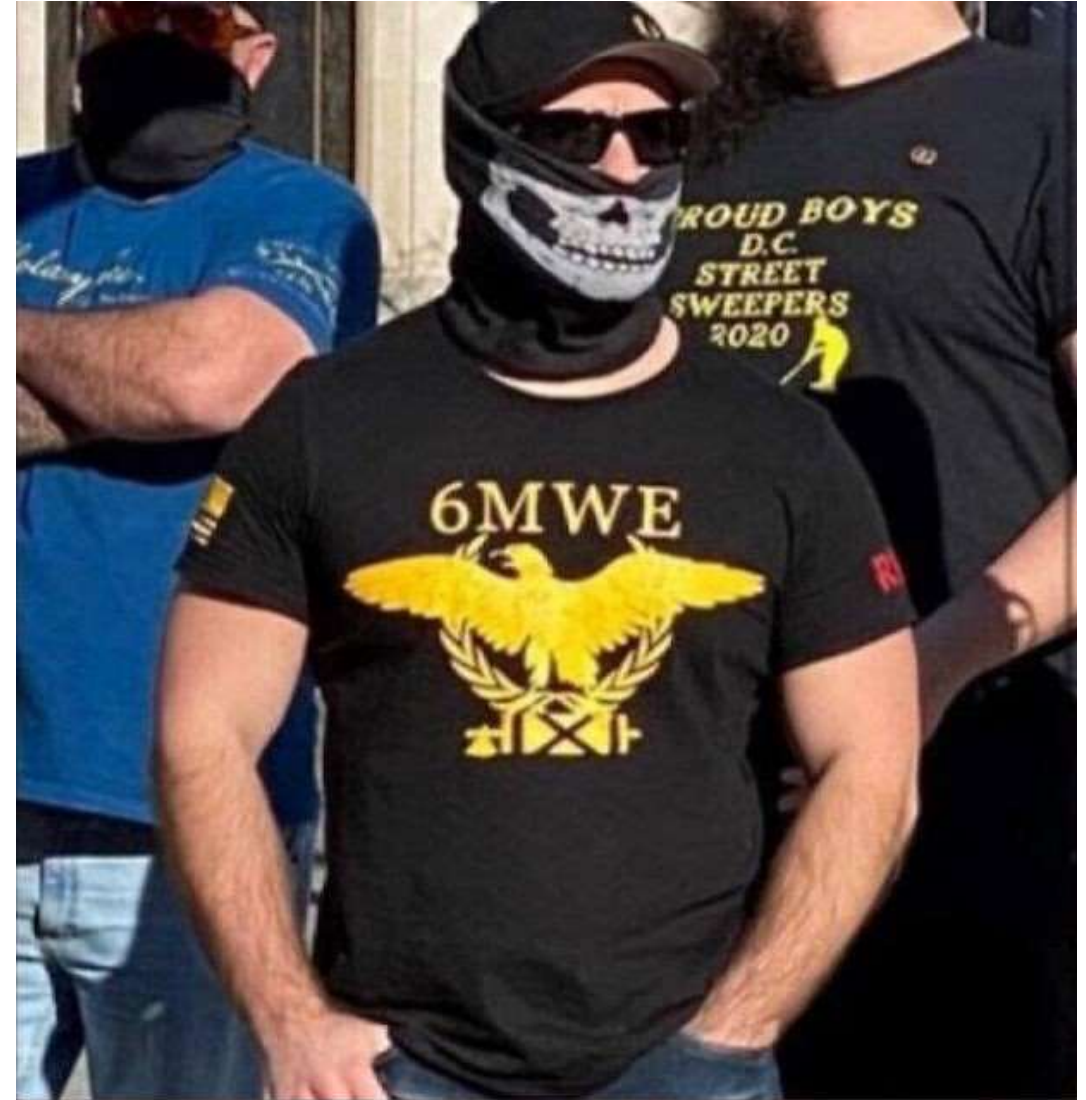
Are you  
funding  
attempted  
coups?



[Capitol Riot Fallout](#)
[Visual Timeline](#)
[Inside the Siege](#)
[Tracking the Oath Keepers](#)
[Notable Arrests](#)
[The Global Far Right](#)

## 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.





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**An American Patriot Network**



ASUS

ZenBook 13/14  
(UX325/UX425)

A hand is shown holding the ASUS ZenBook 13/14 laptop, which is open and displaying a Windows 10 desktop. The laptop is dark blue and has a sleek design. In the background, there is a smaller image of the same laptop. Below the main image, there are logos for Intel Core i5 and Windows 10. Text at the bottom reads: "A more powerful you. Powered by Windows 10 and 10th gen Intel® Core™ processors. Visit us at [asus.usa.com](#)".

## ZenBook 14 | UX425

Stunning New Range of ASUS ZenBook Laptops. Order Online Today.

ASUS





# 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



↑ TOP

Age





**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 płód płynny, 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 Liziniewicz



## 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 SERIA ARCHIWUM KRAJ ŚWIAT GOSPODARSTWA KULTURA POLITYKA FOLIOLETYWA FOLIOLETYWA

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*Jednolite magisterskie*  
**KRÓTSZE STUDIA**  
*Tylko my to mamy!*  
**PROMOCJA 1200 zł do 15 czerwca**

**CZŁOWIEK**

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



Dorota Kamińska

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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Are you funding  
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"

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

Share:   



**THE LATEST**

- 07:08 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

TVP INFO



Oglądaj na: 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

🔍

The image shows a red Hyundai i30 parked at night in front of a modern building with large glass windows. The car's headlights are on, and its license plate is 'WE 1F597'. A blue text box in the upper right corner of the video frame displays 'Hyundai i30' and 'z sumą korzyści do 7 000 zł'. The video player interface at the bottom includes a pause button, a volume icon, the word 'REKLAMA', a 'Dear user' notification, and a search 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

TVP INFO

POLAND IN

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ULTURA

szkoła  
TVP





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.





**Jason Wilson**

🐦 @jason\_a\_w

Thu 16 May 2019 03:15 BST



211

🕒 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**



▲ 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.



[#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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#ZukunftEuropa

Zukunft für Europa - Identitäre Bewegung

595,421 views • Jan 21, 2016

17K

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Identitäre Bewegung Deutschland  
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# United Nations Global Compact for Migration





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



United Nations

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



Global Compact  
on Migration

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



Call to action stop the signing of the UN Global Compact for...  
JihadWatchVideo  
2.9K views · 3 days ago



UN Press Conference On Global Migration Compact  
CCN Cross Canada News  
3.4K views · 2 days ago



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#UN #GlobalCompact #migration  
PETITION: Stop the United Nation's Global Compact for Migration | David Menzies

3,682 views



481



2



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Rebel Media  
1,097,316 subscribers

SUBSCRIBE

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



Wish - The secret to afforda...  
Ad ★★★★★ FREE

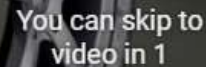
INSTALL

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.

 YouTube



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

1.7K

16

~~100% SHARE~~

 SAVE

...



A graphic for the 'Stay Wider of the Rider' campaign. It features a white silhouette of a cyclist on the left and a white silhouette of a car on the right, both on a dark grey background. Between them is a large yellow chevron pointing right. The text 'STAY WIDER OF THE RIDER' is written in bold yellow capital letters above the chevron. Below the chevron, the text 'Spread the word at [staywider.org](http://staywider.org)' is written in white. In the bottom left corner, there is a small logo for 'LONDON CYCLING' with a bicycle icon. In the bottom right corner, there is a 'Continental' logo and a digital clock showing '0:46'.

AUTOPLAY



New



New

**Morning  
Britain**

12:29



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, high-angle photograph of a city street grid. The streets are dark, and the buildings are mostly dark with some lighter-colored roofs. A large, prominent building with a blue-tinted facade is located in the upper center of the image. The text "diverse teams = diverse work = diverse audiences" is overlaid in the center of the image.

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





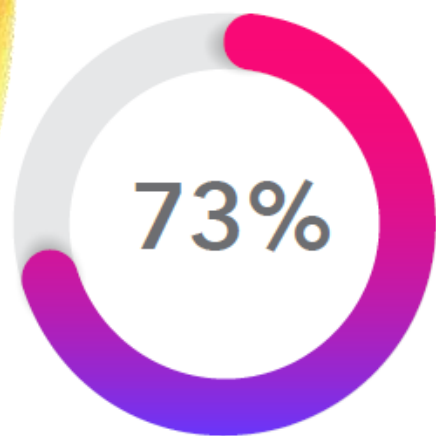
Are you blocking  
diverse media?



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

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





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



**Follow @consciousadnet  
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/>

