

# Stand with us. Spread the truth.

## Advertising Industry COVID-19 PSA

To donate please visit:

<https://pages.amobee.com/contribute-covid-psa>

3.31.20



# Advertising Industry COVID-19 PSA

Times of crisis can be confusing and frightening. With a fragmented media landscape and lightning-fast news cycles, the amplification of conspiracy theories, obfuscation and censorship is a top concern for the media industry, especially online. During these turbulent times, it's important to promote the facts. To that end, we've created a COVID-19 PSA campaign to combat misinformation.

In partnership with the [World Health Organization \(WHO\)](#) and [AdCouncil](#) we've developed a series of ads featuring a simple call-to-action that brings consumers to the dedicated COVID-19 resource [site](#). While Amobee and UM laid the initial groundwork, we've since built a coalition of advertising clients, partners and friends who have come together to donate a variety of resources, including: funds, ad inventory (remnant, nonrefundable and/or discounted) and influencer networks. Together, we're onboarding new inventory and developing ad formats to raise awareness across digital, video, connected TV, audio, digital-out-of-home (DOOH) and television.

Amobee is collaborating with our partners to support critical WHO initiatives, including: hygiene education for prevention, fundraising and general awareness of COVID-19.

If you're a brand, agency, broadcaster or ad technology company, we invite you to **stand with us and spread the truth**.

For the latest information, or to speak with us about contributing, please visit our landing page:

<https://pages.amobee.com/contribute-covid-psa>

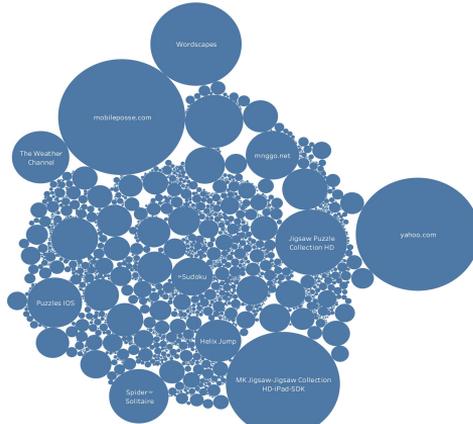
Thank you,

Amobee Leadership

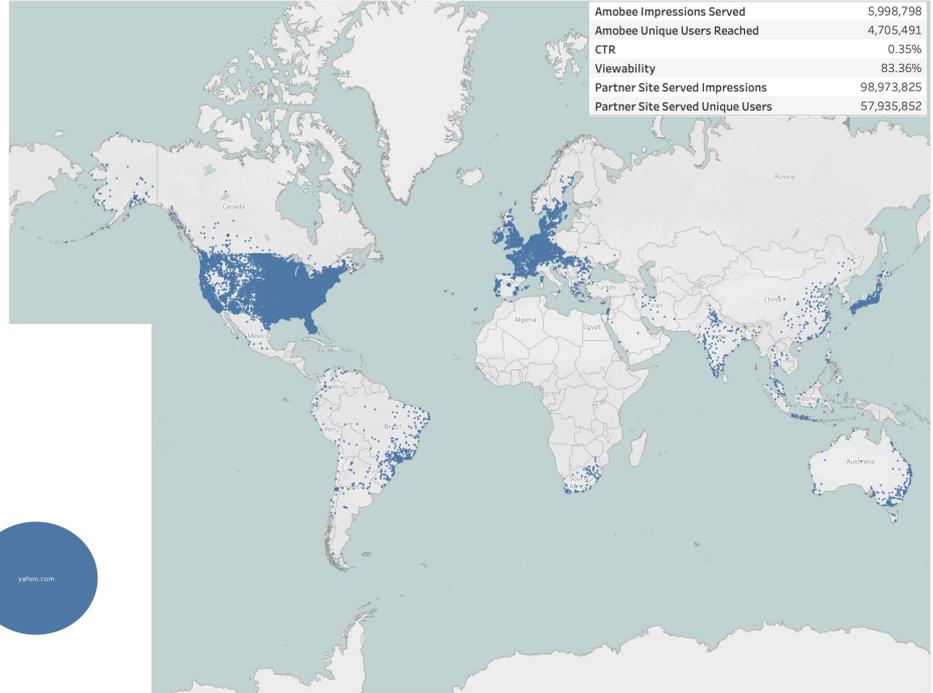
# Initial Campaign Results

*Initial one week reporting saw strong delivery across the United States. As partnerships and contributors expand, delivery will continue to grow globally.*

Impressions By TLD/App



## COVID-19-PSA Campaign



# Partners



**Universal McCann**  
Joshua Lowcock



**OpenX**  
Max Nelson &  
Catherine Miller



**DoubleVerify**  
George Mirron &  
Jessica Herber



**Integral Ad Science**  
Tony Marlow



**Outfront Media**  
Stephanie Gutnik  
Valerie Vespa



**AdColony**  
Matt Barash



**Twitter**  
Nadac Geft



**Influential**  
Chris Detert



**SpotX**  
Brian Sitzes



**NewsGuard**  
Carter Stone



**eBay**  
Brandon Yun



**trueX**  
Kristina Bornholdt



**Media.net**  
Karen Dalal



**Inmobi**  
Richard Thomas



**Your company here**  
Name



# Available Media and Campaign Management

All creative and messaging is created in partnership with the World Health Organization.

Amobee can provide:

- **Digital assets:**
  - Banner Ads: 300x250, 728x90
  - Video digital: :15 sec
  - CTV Video: :15 sec
- **Campaign management:**

To ensure delivery, maintain frequency capping, optimize delivery and align priorities with the World Health Organization, Amobee's operations team is here to support delivery and provide tracking pixels and creative to publishers.

Additionally, we welcome collaboration from our partners in the development of ads for the below:

- Audio
- Dynamic localization banner ads
- In video banner ads
- Television



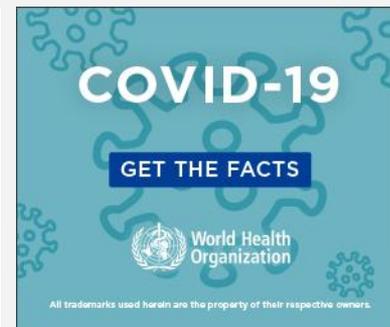
Static Banner 728x90



Static Banner 728x90



Static Banner 300x250



Static Banner 300x250



CTV Video :15 H264 MP4



CTV Video :15 H264 MP4

# How to Contribute

As a partner, you'll help generate awareness to reliable public health resources in an effort to combat, slow and stop the spread of COVID-19. Our minds are open - we welcome thoughtful ideas from brands, agencies, broadcasters and technology companies that will help us move the needle. Looking for something more straightforward? Below are a few ways you can get involved:

**Corporate Donations**: For organizations that wish to donate funds, 100% of donations will go to serving ad impressions. Amobee can accept donations under \$5k directly; for larger donations, the World Health Organizations - a non-profit - can arrange the transfer of funds.

**Owned/Remnant Inventory**: Unsold inventory from publishers, exchanges, ad networks and measurement companies can be donated by setting up a private marketplace on the Amobee Advertising Platform or run by your teams with a 1x1 pixel. If you are a publisher working with an exchange, we suggest you approach them about waiving their fees.

**Non-Refundable Inventory**: Brands and Agencies that have paused or chosen not run advertisements as a consequence of COVID-19 can donate inventory to Amobee for delivery. We are able to consider creative development for WHO creatives with additional branding to represent the investment.

**Influencers**: The World Health Organization welcomes collaboration and support from influencer networks on initiatives.

**Individual Donations**: Amobee does not accept individual donations; however, individuals can donate directly to the World Health Organization here: <https://covid19responsefund.org/>

As a contributor, you'll receive weekly campaign performance reports, be featured in press briefings and receive recognition on our contributor page. For those that donate advertisements, Amobee's operation teams will work directly with you to coordinate delivery, maintain frequency capping, optimize and align creative with World Health Organization.

For more information, please visit our landing page: <https://pages.amobee.com/contribute-covid-psa>

# World Health Organization

Better health for everyone, everywhere.

We are building a better, healthier future for people all over the world.

Working with 194 Member States, across six regions, and from more than 150 offices, WHO staff are united in a shared commitment to achieve better health for everyone, everywhere.

Together we strive to combat diseases – communicable diseases like influenza and HIV, and noncommunicable diseases like cancer and heart disease.

We help mothers and children survive and thrive so they can look forward to a healthy old age. We ensure the safety of the air people breathe, the food they eat, the water they drink – and the medicines and vaccines they need.

<https://www.who.int/>

**AMOBEE**



# Amobee

The world's leading independent advertising platform, Amobee unifies all advertising channels—including TV, digital and social—across all formats and devices, providing marketers with streamlined, media planning capabilities powered by in-depth discovery analytics and proprietary audience data.

Combining TV, digital and social on a single platform, Amobee's technology powers leading global brands and agencies including Airbnb, Southwest Airlines, Lexus, Kellogg's, Starcom and Publicis. Amobee enables advertisers to plan and activate across more than 150 integrated partners, including Facebook, Instagram, Pinterest, Snapchat and Twitter.

[www.amobee.com](http://www.amobee.com)

**AMOBEE**



# UM

UM is a strategic media agency committed to proving that media is a topline growth driver as much as an efficiency play. We believe that better science and better art deliver better outcomes for our clients. We deliver science through the transformational power of business analytics and real-time data intelligence. We deliver art through creating moments that matter in media to deliver momentum for brands. As the leading global media network in IPG Mediabrands, UM operates in over 100 countries, with more than 5,000 people innovating on a roster of global clients including Accenture, American Express, BMW, Coca-Cola, ExxonMobil, Fitbit, GoPro, Johnson & Johnson, Levi Strauss & Co, Quicken Loans, Sony, Spotify and The Hershey Company

[www.umww.com](http://www.umww.com)

**AMOBEE**



# Thank you!

*To partner please visit:*

<https://pages.amobee.com/contribute-covid-psa>