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HOW HAVAS MEDIA'S SOCIAL EQUITY MARKETPLACE IS COMMITTING TO UNDERREPRESENTED BUSINESSES

03.11.21

TODAY'S AGENDA

HOW WE GOT HERE

SOCIAL EQUITY MARKETPLACE

HOW WE PLAN TO SCALE

CLIENT EXAMPLES

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WE ARE AT THE INTERSECTION OF AN EXTRAORDINARY MOMENT OF SOCIAL CHANGE

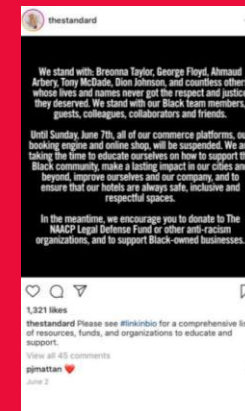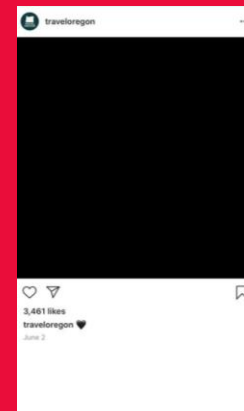# AND MEDIA CAN MAKE A MEANINGFUL DIFFERENCE

#BOYCOTTFACEBOOK

Adidas, Puma join Facebook ad boycott over hate speech

German sportswear makers Adidas and Puma said Tuesday they would join a growing advertiser boycott over hate speech against Facebook and Instagram in July, following major consumer companies like Levi's and Coca-Cola.

"Puma will join the #StopHateForProfit campaign... throughout July," a spokeswoman told AFP, citing a social media hashtag organised by social justice activists taken up by some of the companies.

#BLACKOUTTUESDAY

kimpton
1,606 likes
kimpton MUTED. Clearing space this week for dialogue about what matters: equality and justice for Black people. #blackouttuesday #amplifymelanatedvoices
View all 27 comments
June 2

traveloregon
3,461 likes
traveloregon 🖤
June 2

thestandard
1,321 likes
thestandard Please see #linkinbio for a comprehensive list of resources, funds, and organizations to educate and support.
View all 45 comments
pjmattan ❤️
June 2

STOP HATE FOR PROFIT

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MEANINGFUL MEDIA IS TRUSTED, ENGAGING & INFLUENTIAL

GROUP CHAT
EMOTIONAL
SUPPORT NETWORK

24/7 NEWS
A WINDOW
ON DEMOCRACY

SPOTIFY
THE SOUND OF
CREDIBILITY

We learned from our teams that media connects us
CULTURALLY, EMOTIONALLY, SOCIALLY

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BUT WHY IS IT EASIER FOR A BRAND TO PLACE ADS ON BRIETBART OR ZEROHEDGE THAN…

MEANINGFUL MEDIA ADVOCATING FOR CHANGE?

"FORTUNE 500 COMPANIES PULLED ADS FROM FACEBOOK TO PROTEST THE SOCIAL MEDIA SITE'S POLICIES ON HATE SPEECH. BUT ELSEWHERE ON THE INTERNET, THEY'RE SUBSIDIZING THE SAME OR WORSE CONTENT."
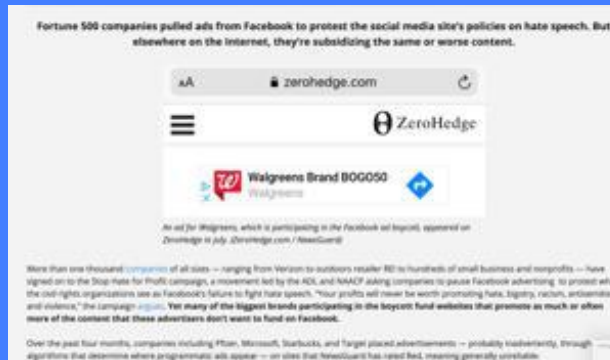
MINORITY OWNED BUSINESSES FACE STUCTURAL CHALLENGES

BLACK & MINORITY OWNED/RUN MEDIA BUSINESSES ARE WIDELY UNDER REPRESENTED AND UNDER MONETISED

Direct sales are the best and simplest route to yield for publisher, but its scale is very limited

ENGINEERING DIFFICULTIES

Allocating staff, time and resources to support publishers integration takes time and knowledge
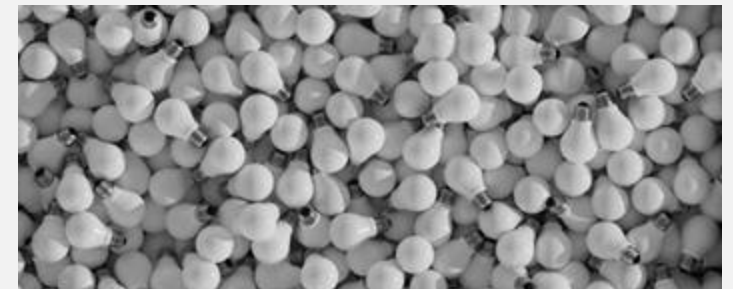
SSP fees can be prohibitive for small publishers

TECH TAX

High SSP rates for lower volume publishers and endemic reselling reduces media investment received by smaller publishers

In a cluttered ecosystem, size matters to meet demand
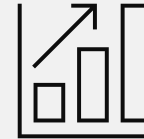

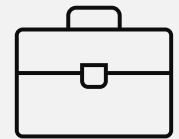### NOT VISIBLE FOR BRANDS

Difficult to surface supply to big brands

HOW WE GOT HERE

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MEDIA INVESTMENT NEEDS TO BE A POSITIVE FORCE FOR CHANGE

Media Investment (vertical axis)

SOCIAL & ENVIRONMENTAL IMPACT (horizontal axis)

SUPPORTING MINORITY OWNED PUBLISHERS

GENDER PARITY
SOCIAL INCLUSION
STAFF DIVERSITY

MINORITY REPRESENTATION
MEDIA EXPERIENCE
OWNERSHIP BUSINESS
SUSTAINABILITY ENVIRONMENT

Social Equity Market Place

SOCIAL EQUITY MARKEPLACE

BIPOC

WOMEN

LGBTQ+

1. Minority owned businesses

2. Minority representation

Certified
B
Corporation

COMMUNITY
WORKERS
ENVIRONMENT
GOVERNANCE
CUSTOMERS
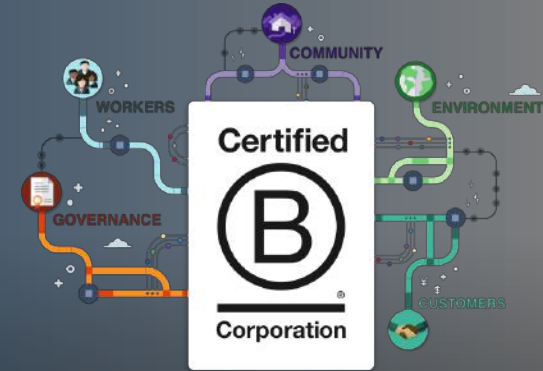
3. Sustainability and climate commitment

WE BELIEVE THAT WHERE A BRAND SHOWS UP IS AS IMPORTANT AS WHAT IT HAS TO SAY

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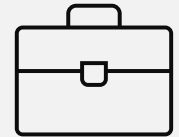
A FRAMEWORK THAT SCALES

BUSINESS OWNERSHIP
- BIPOC
- Women
- LGBTQ+

MINORITY REPRESENTATION
- Staff diversity
- Social inclusion
- Gender parity

SUSTAINABILITY
- Environmental impact
- Carbon footprint
- Waste reduction

Expanding reach and criteria to deliver multi-market coverage

WITH VERIFIABLE CRITERIA

Sustainability

BUSSINESS OWNERSHIP
- BIPOC
- Women
- LGBTQ+

MINORITY REPRESENTATION
- Staff diversity
- Social inclusion
- Gender parity

SUSTAINABILITY
- Environmental impact
- Carbon footprint
- Waste reduction

☐ Media Partner is owned or directly operated by under represented group

☐ Media Partner has high representation from minority groups

☐ Committed corporate agenda to change

☐ Verified by criteria derived from BCORP

☐ Media Partner has

☐ Verified by criteria derived from BCORP

AND FLEXIBLE ACTIVATION OPTIONS

Business Ownership	

Include as part of MMP or open exchange activation, no requirement to separate out budget in planning. Scale can be limited outside of US.

Business Ownership	Minority Representation

Include as part of MMP or open exchange activation, can be separated out at line item level if required. Specific site targeting possible.

Business Ownership	Minority Representation	Sustainability

Use where scale is required: For inclusion in performance campaigns for data activation

SOCIAL EQUITY MARKETPLACE EXPANSION

JULY 2020

🇺🇸 LAUNCHES IN THE U.S.

SEPTEMBER 2020

🇬🇧 EXPANDS INTO THE U.K.

HOW WE GOT HERE

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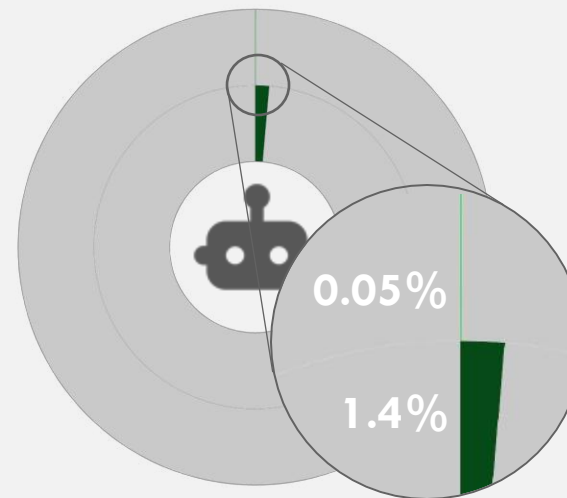**CLIENT EXAMPLES**

PROVIDING ALTERNATIVES WITHOUT COMPROMISE

TD Bank

MSE vs **US Benchmark**

VIEWABILITY

70%

69%

INVALID TRAFFIC

0.05%

1.4%
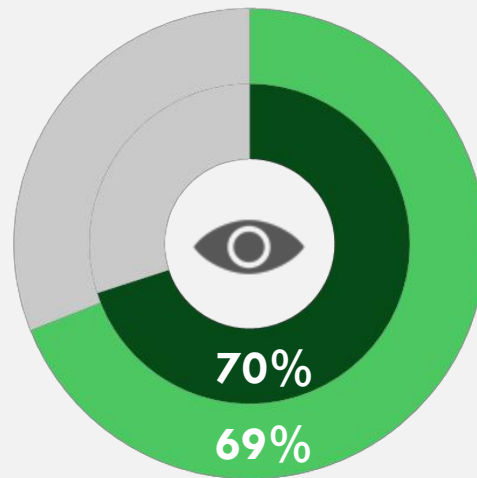
PERFORMANCE

CPA **$44.41** vs $150 target CPA
CPM **$5.05** vs $7.43 on Open Exchange

49,705 uniques

reached through **minority owned** media

MSE is an alternative for advertisers willing to use their media investment for positive change, without impacting their business, risking their brand's image or lowering quality standards

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OUT WITH THE OLD, IN WITH THE NEW

MSE
Vs.
Open Exchange

Video Completion Rate

100%
90%
80%
70%
60%
50%
40%
30%
20%
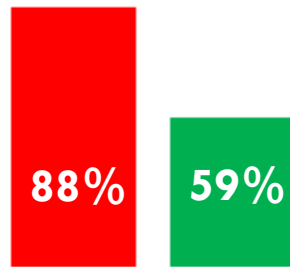
88% (MSE) **59%** (OEX)

CPM

$18
$16
$14
$12
$10

$14.87 (MSE) **$18.00** (OEX)
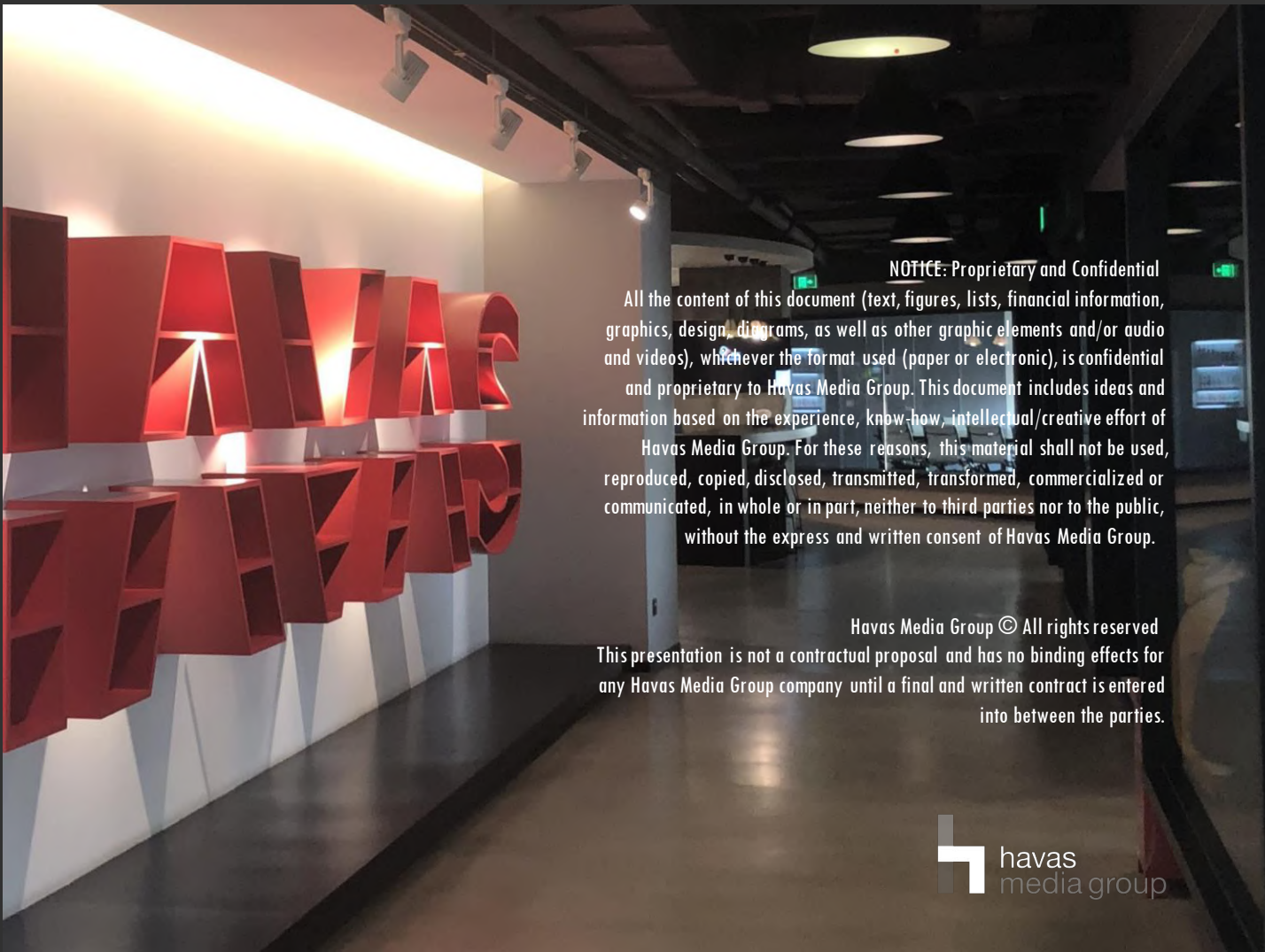
■ MSE ■ OEX

PERFORMANCE

VCR 88% vs 65% target VCR
CPM $14.87 vs $17.00 target CPM

57,835 uniques
reached through **minority owned** media

Papa John's objective was to align with applicable environments to reach and build a sentiment and brand understanding amongst minority audiences and in turn increase the appeal of the brand and ultimately leading to brand resonance.
To accomplish this, Havas implemented the Marketplace for Social Equity as well as the traditional audience targeting method which allowed for a side by side comparison of the old and new targeting.

THANK YOU