



Advertising with Integrity

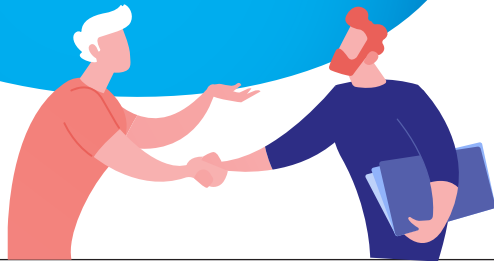
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BEST VERSION MEDIA | BRINGING PEOPLE TOGETHER

In an age where access to information is nearly limitless, consumers are increasingly concerned with the integrity of the ads they see. Now, more than ever, people crave transparency and honesty – from businesses of all sizes.



However, integrity isn't something you can simply tell consumers you possess. You need to show them, and that can be done when your business has a strong sense of brand identity.



Here are some strategies for demonstrating integrity:

Monitor brand associations.

When it comes to advertising, be cautious that your brand is not associated with media outlets or content that could be viewed as inappropriate. When it comes to working with ad networks, many companies now take extra steps to better protect their brand's online integrity, including third-party verification and regular blacklisting of websites.¹ Another solution is to buy ad space *directly* from a trusted partner like BVM.

A consistent, positive message.

If one of your ads emphasizes your brand's reliability but another ad focuses on how "cool" it is, that sends a confusing message to your consumers. *Consistent* messaging, though, shows confidence in your company's identity. Also, don't waste time tearing down your competitors. Instead, tell your customers – simply and directly – why *your* products are so amazing.



Get involved in the community!

Your involvement tells people that you're invested in the community, and that you have a stake in its wellbeing. Your business, and its presence, aren't temporary. When the community receives that message, they'll be more likely to trust you, and therefore your ads.

Positive news and genuine advice.

Familiarize the community with your company by sharing positive news. Maybe you've moved to a bigger location, or maybe you're receiving an award. Tell them! Second, make sure any advice you give is *authentic*. Focus on a specific question or concern that is common for your customers. Then, provide a concrete answer, no strings attached!

If you have a clear vision about your brand identity, you're on the right path toward advertising with integrity. This clear vision allows you to be consistent, genuine and positive in your ads. That, combined with your commitment to the community, goes a long way toward establishing your integrity.

¹ "Integrity of content will impact the effectiveness and performance of digital advertising." Marketing-Interactive. 16 Oct 2017