When we analyzed a random sampling of YouTube videos for our recent study, developed in collaboration with the Global Alliance for Responsible Media (GARM), we found that 31% of ad-eligible, brand safe videos may actually be unsuitable for the average advertiser.

Here’s the 5 most common ways that content can be brand safe, but unsuitable, that advertisers must be aware of:

1. **Misaligned Risk**
   - When content is tangentially related to unsafe content categories, advertisers should take GARM’s new content framework into consideration to understand how risky the content is. For example, a music video might include foul language — which we can classify as medium-risk, so suitable for some brands, but not others.

2. **Controversial Influencer**
   - A creator’s channel may look entirely safe and suitable — but political views and inflammatory statements shared on other platforms may make their content unsuitable for advertisers looking to stay away from controversy.

3. **Misaligned Tone or Subtopic**
   - Sometimes content just doesn’t quite fit an advertiser’s message or strategy — for example, vegan content may be safe, but not suitable for a fast food advertiser, while tow truck content may be safe, but not suitable for a luxury auto brand.

4. **Brand Mention**
   - Content that addresses an advertiser itself, or its competitors, may sometimes be unsuitable — for example, advertisers may not want their ads to appear against positive reviews of competitors.

5. **Made for Kids Content**
   - Content that’s made for children may be suitable and family friendly, but it may not work for all advertisers — for example, an alcohol brand wouldn’t want to appear against kid’s content.

There is no one-size-fits-all solution for brand safety and suitability. Advertisers need to deeply consider what makes sense for their brand, and adopt a more flexible approach to drive performance, scale, and suitability on YouTube.

Download the full report to learn more about driving brand suitable performance on YouTube.