



3 Q W H I T E P A P E R S E R I E S

3Q Digital's Guide to Brand Protection in Digital Advertising

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Introduction

Competitors. Unsavory ad placements. Negative social media. Different ad types across different channels with different creative requirements. It all adds up to a precarious digital landscape for brands looking to protect and promote their good names.

At 3Q Digital, we're fiercely protective of our clients, and we run into these threats to brand integrity on a daily basis. We've put together a guide calling on best practices for SEM, paid social, and creative—with some script wizardry thrown in to make sure your ads only show up where you want them to.

Let's jump in.