



Case Study

SuperAwesome's Commitment

to Safe and Responsible Advertising to Youth Audiences

Who is SuperAwesome?

SuperAwesome is an award-winning technology company that powers the youth digital ecosystem. It brings together proprietary ad and gaming products, audience insights, and compliance capabilities to build a safer internet for the next generation.

Traditional ad tech, designed for adults, poses privacy risks for children by collecting and sharing their data. SuperAwesome revolutionized the way the ecosystem thinks about under-18s advertising with the launch of [AwesomeAds](#)—the first ad server designed specifically for the kids' digital media landscape.

AwesomeAds enables all participants in the ad delivery chain to comply with legal regulations without the need for niche in-house expertise. And it works to protect users even if a party is using non-compliant technology or misconfigures its systems.

SuperAwesome continues to expand its portfolio of products to engage young audiences in a way that is safe, efficient, and responsible. Today, in addition to AwesomeAds, its offerings also include:

- **AwesomeAds for Social:** Enables contextual targeting on YouTube
- **SuperAwesome Gaming:** Delivers safe, engaging, and insights-driven gaming programs
- **SuperAwesome Creators:** Facilitates brand-safe influencer marketing and content creation for youth audiences and families
- **KidAware:** Trains students to help them navigate the evolving compliance landscape in digital youth media

SuperAwesome's solutions enable kid-safe digital engagement for content owners, brands, media companies, and developers. Each product is designed with compliance in mind, adhering to global data privacy and online safety laws, and advertising regulations like the CARU guidelines and UK's CAP Code.



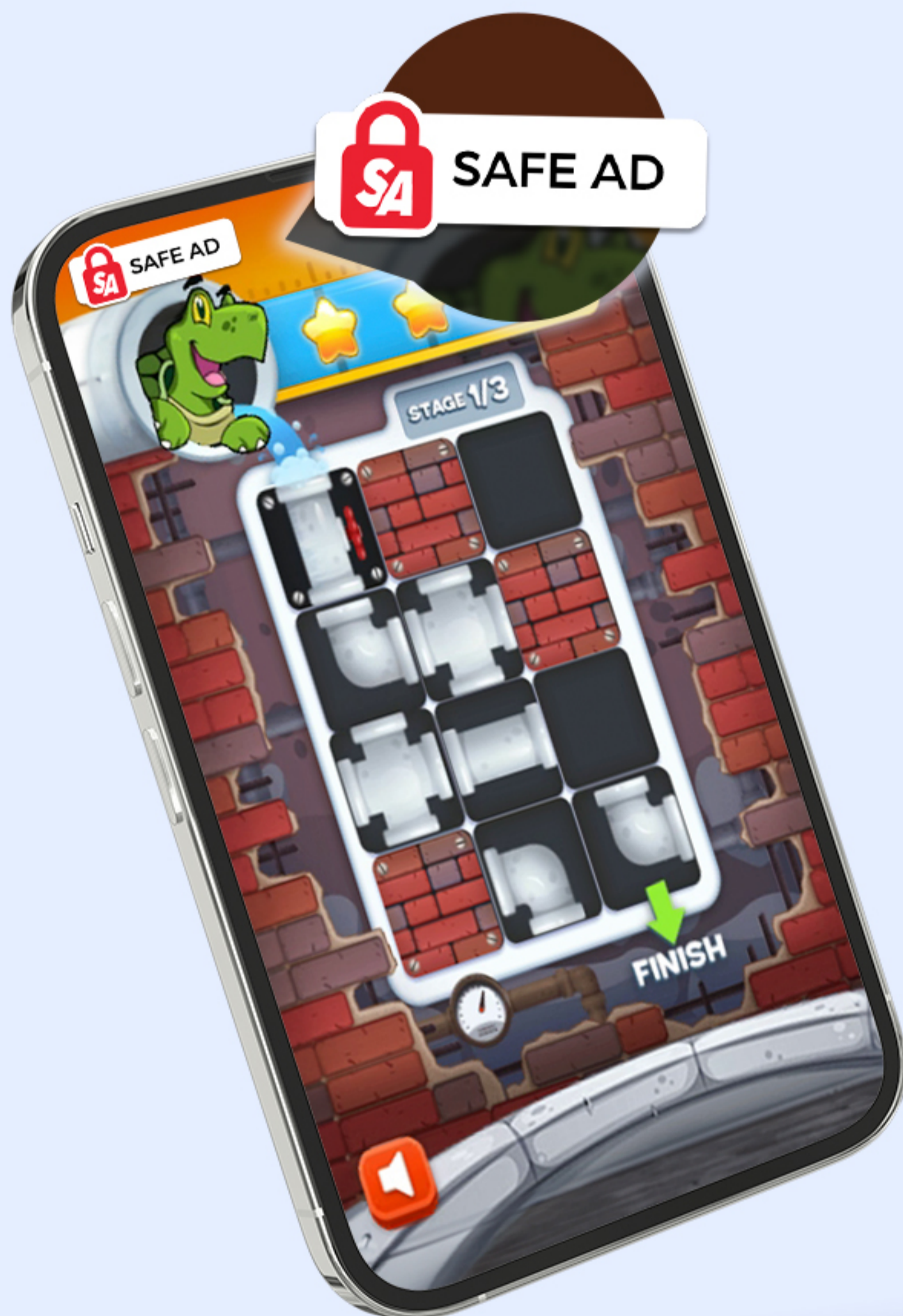
SuperAwesome prioritizes children's digital well-being, placing their best interests at the core of its mission. Unlike many organizations,

SuperAwesome's Legal and Policy experts are part of the leadership team, ensuring children's digital safety and well-being remain a top priority.

AwesomeAds: A Paradigm Shift in Kid-Safe Advertising

Launched in 2013, **AwesomeAds** immediately gained industry acclaim and won the Campaign 'Breakthrough Technology Award' by addressing concerns about online safety. This innovation continues to allow brands to reach millions of children safely monthly.

Three Federal Trade Commission Safe Harbor programs have certified AwesomeAds' COPPA compliance, demonstrating SA's strong commitment to compliance and children's privacy. AwesomeAds operates on a contextual-only basis, collecting minimal information about the site or app and the device a user is interacting with to display relevant advertising and avoid repetition. No personal information is shared or stored for profiling or tracking purposes.



SafeAd Review: Comprehensive Compliance & Age-Appropriateness

SuperAwesome's team of experts meticulously reviews every advertisement before it goes live on the AwesomeAds marketplace, ensuring it meets SuperAwesome's own rigorous [Advertising Standards](#), based on the CARU Guidelines and CAP Code.

SuperAwesome labels each approved ad with its '[SafeAd](#)' icon, first to distinguish that the content is advertising, second to indicate that the content is suitable for youth audiences, and finally, to note that the data practices are legally compliant.

Moreover, all ads served across SuperAwesome's marketplace undergo scrutiny to prevent manipulative design or deceptive mechanics that could unfairly influence children. This proactive approach ensures transparency and clarity, maintaining a—

safe online environment for kids and teens who interact with SuperAwesome's advertising.

Expanding Safety Beyond Digital Advertising

Over the years, SuperAwesome has expanded its product suite, introducing new solutions with compliance at their core.



SUPERAWESOME GAMING

SA's gaming campaigns have consistently exceeded expectations and have been **awarded and shortlisted** for both their creativity and effectiveness at the Effies, The Shorty Awards, The Webby Awards, and the prestigious Cannes Lions. SuperAwesome creates gaming integrations and minigames built safely by design. Each experience undergoes rigorous legal and compliance reviews, fostering positive engagement without encouraging excessive play.



AWESOMEADS FOR SOCIAL

SuperAwesome's moderation team ensures that YouTube content where SA ads appear is accurately categorized for **age, gender, and passion points**. SuperAwesome curates thousands of safe channels and videos that have been vetted (by humans) as suitable for brand advertising and relevant for their audience. The team continually reviews and reclassifies channels and videos as needed - a process that is hugely important to ensuring best-in-class contextual solutions.



SUPERAWESOME CREATORS

SuperAwesome selects **top-tier influencers** tailored to each campaign's needs and works closely with them to ensure the delivery of safe and appropriate content. The '[SafeFam](#)' pledge program helps to educate talent on kid-safe content practices. SuperAwesome's internal team reviews all creatives before launch and provides ongoing support to talent to ensure best practices and appropriate disclosures are made where necessary.



KIDAWARE

SuperAwesome's training **equips digital media professionals** to navigate compliance in the youth media space. Seminars have educated thousands of people across agencies, brands, publishers, and media companies in the US and Europe.

Recognized Expertise and Thought Leadership

SuperAwesome is renowned for its expertise in kids' data privacy compliance, highlighted by frequent speaking engagements at industry conferences such as the International Association of Privacy Professionals (IAPP), IAB PlayFronts and the CARU Conference. SuperAwesome actively helps shape industry standards by contributing to initiatives like CARU's Metaverse Working Group, TeenAge Privacy Program, and the development of guidelines for AI in the kids' space.

Overall SuperAwesome's suite of tools and technologies represents a significant advancement in making digital advertising safe and responsible for children. By prioritizing data privacy, ensuring age-appropriate content, and implementing robust compliance measures, they have set a new standard for the industry, **allowing brands to engage with young audiences responsibly.**

