

GUMGUM PARTNERS WITH THE AD COUNCIL ON SUPPORT FOR UKRAINE

LONDON, UNITED KINGDOM, April 12, 2022 /EINPresswire.com/ -- [GumGum](#), a contextual-first advertising technology company, today announced that it is working with the Ad Council on a new disaster and crisis relief effort that encourages audiences to give financial donations to the Ukraine Crisis Relief Fund through GlobalGiving.



GumGum is providing support to the Ad Council with GumGum Smile, a programme that enrolls clients to contribute a portion of every advertising dollar towards the Ad Council's social impact initiatives. This programme enables campaigns to get into market quickly, usually within a few days of a disaster or other crisis, when funds are needed most. All donations for this campaign will support humanitarian assistance in impacted communities in Ukraine and surrounding regions where Ukrainian refugees have fled.

"We stand firmly with the international community in condemning the unjust violence and devastation in Ukraine," said Phil Schraeder, CEO of GumGum. "As members of the advertising community and experts in spreading messaging that resonate with people, we believe it's our duty to help power important campaigns, like the Ad Council's Ukraine Crisis Relief Fund campaign to drive awareness and donations that will help the Ukrainian people. We hope all advertisers working with GumGum will opt-in to GumGum Smile and help us support this important cause."

GumGum created the GumGum Smile programme back in 2020, when there was an immediate need to spread important information regarding COVID-19 safety protocols. The programme donates a portion of every direct advertising pound spent with GumGum to be donated toward creating and distributing messaging that inspires engagement and action around significant public issues. GumGum Smile has supported the Ad Council's COVID-19, Love Has No Labels, and the #GetMyFluShot campaigns and has given up to \$700k media valuation and growing.

"Our hearts are with everyone whose lives have been unbearably destabilised by the unrest in

Ukraine," said Kathy Kayse, Chief Media Strategy and Partnerships Officer at the Ad Council. "In moments of crisis and upheaval, like right now in Ukraine, the communications industry has an opportunity to scale support in providing humanitarian assistance and crucial resources for others to take action and we are so grateful to our partners at GumGum for using their platform for good."

For more information, please reach out to pr@gumgum.com.

About GumGum

GumGum is a global technology and media company specialising in contextual intelligence. For over a decade, we have applied our proven machine learning expertise to extract value from digital content for the advertising and sports industries. Our proprietary contextual intelligence engine uses computer vision and natural language processing technologies to scan text, images, and videos when evaluating digital content. Combining our contextual advertising intelligence with proprietary high-impact ad formats, GumGum's advertising solutions deliver industry-leading efficiency, accuracy, and performance.

#

Julia Linehan
The Digital Voice
+44 7799894184
[email us here](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/568248950>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2022 IPD Group, Inc. All Right Reserved.