

5 RED FLAGS THAT MEAN IT'S TIME TO LEAVE YOUR

Media Relationship

A SAVVY FIELD GUIDE FOR THE MINDFUL MEDIA BUYER



PREMION

Ok, let's be real.

Relationships are hard.

Balancing meaningful connections with everyday life can be quite complicated – but, that doesn't mean you should ignore some serious red flags for the sake of just *being* in a relationship. In 2022, let's run full-speed, dive head-first, and go all-in on creating meaningful, trustworthy, transparent relationships that are built to last – because *honestly*, we're over wasting our time.

This guide outlines five major red flags to keep in mind when evaluating your relationship. If any of these sound familiar, you may want to consider reassessing your boundaries and ask yourself, honestly, “Is this relationship working for me?”

An illustration of a man and a woman inside a large pink heart. The woman, with long brown hair and a blue sweater, looks sad. The man, with brown hair and a white t-shirt, is smiling and looking at a smartphone. The heart has a red dotted pattern. Below the heart are two small pink speech bubble icons.

RED FLAG #1

You don't *really* know their friends.

Friends? What friends? When you think of your partnership, do you know who they're spending their time with? Your partner's friends can be a true reflection of who they *actually* are – and, if these essential people in their life are a mystery to you, it can be a serious red flag. After all, understanding your partner's personal connections provide insight into what makes them, *them*!

For all you know, they're a regular at the dingy dive downtown and their friends are kinda' lousy, or maybe they just don't *have* that many true friends (surprise, surprise). Regardless, you've opened yourself up to this relationship; you should know who you're dealing with – inside and out.



BREAKUP TIP:

If your partner is keeping you out-of-the-loop about who's who in their life, be upfront. Ask them for a transparent list of their OTT content partners. They should be able to tell you who they're with, but if they can't, consider this a red flag.



RED FLAG #2

**You're
never *really*
sure 
where
they
are.**

Okay, another biggie. If you're questioning where your partner is, literally, 24/7 – it might be time for a serious sit-down. If you've found yourself asking, "Where were you last night?" and that question goes unanswered or the answer seems fuzzy, yeesh – #redflag.

Your partner should be open, able, and eager to let you know where they've been – unless of course, they're hanging with the friends from **red flag #1**, in which case this is double-trouble bad news.



BREAKUP TIP:

This might sound crazy, but – demand a detailed report. If information is missing, like the 'who', 'what', 'when', and 'where', you have every right to maintain your suspicion. If your partner can't simply explain the details of your OTT ad campaign, consider it another red flag.

IS IT HOT IN HERE, OR ARE YOU JUST FEELING THE HEAT?

RED FLAG #3

You can't help but suspect there's *something* up...



If your partner is giving you a sneaking suspicion that there's *something* up, you're most likely flooded with paranoia. I mean, read the headlines – there's a lot going on in the media-love-life universe right now, so we don't blame you!

Suspicious activity can take many forms, which makes it hard to put your finger on it – it could include money going missing (?!), things showing up where they shouldn't be, or just downright strange activity. If you have any notion that your partner is putting either of you in, let's say, "*less than favorable*" circumstances, head for the nearest exit, pronto.



BREAKUP TIP:



The only advice we have here is to simply breakup – go ahead, make it dramatic if you're looking for a cool exit, or just use the "It's not me, it's you" line; that usually gets the point across. Our post-breakup advice for avoiding partners who seem to be vulnerable to suspicious activity is to seek those **TAG Certified Against Fraud**. It'll save you a lot of time, money, and heartbreak later on – trust us.



RED FLAG #4

You're kinda' left to piece things together. (?!)

By this point, we can assume you've racked up a few red flags – I mean, you're reading this guide for advice, *right*? All the mystery and missing pieces may lead you to feel like you're constantly trying to put together what's *actually* going on. Between the secrecy of who they're spending time with, or where they've been, or even the (unacceptable!) suspicious activity – it might seem like at the end of the day, you're left with a bunch of clues that lead you, pretty much, nowhere at all. And, let's face it, we're all busy – so, you've probably stuffed those clues into the junk drawer in your desk and sat with your head in your hands quite a few times. Maybe coworkers have tried to reach out and ask, "Hey, is everything going okay?", to which you lie and reply, "Yep! Everything's great!" (sigh.) It's natural, we get it. If your partner makes you feel like the protagonist in the next hit detective drama series, we're holding our red flags up high.



BREAKUP TIP:

Ask your partner to put it all together for you! You shouldn't have to guess where your ads are being served or where your money is being spent. One report for all OTT metrics, insights, and activity goes a long way in love. At the end of the day, **"You complete me,"** should be mutual.

RED FLAG #5

Like my grandma always used to say, “If they’re interested, they’ll make time.” If you’ve found yourself in a relationship with someone who just isn’t “*the relationship type*” or, some may say, “*a real Casanova*” ...well... red flag.

Ask yourself, on the list of your partner’s priorities, are you shoved somewhere near the bottom between catching up on emails and posting brunch pics on social? If yes, **take the hint and hit the road.**

Again, if you’ve agreed to be in a relationship, it goes without saying that you’ve earned yourself a comfy seat at the top of the list.



BREAKUP TIP:

Ask your OTT partner, or future partners (assuming you’re single by this point), if they’re fully committed to focusing on building a lasting relationship. Working with partners who balance their time between multiple different products or offerings may seem like the “adventurous type” you’ve always pictured yourself with – but strongly consider the expertise, allocation of attention, and importance of your relationship. Sure, true love isn’t exactly like they make it seem on TV, but look for someone who makes TV seem like true love.

It seems like they have a lot going on.



True Love Media Checklist

Take our advice from the breakup tips throughout this guide and use this checklist below to tally up your red flags. If you realize you have more than you're comfortable with – it might be time to have “the talk”. Go ahead, rip the bandaid off – thank us later.

	
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You don't really know their friends.

You're never really sure where they are.

You can't help but suspect there's something up...

You're kinda' left to piece things together. (!?)

It seems like they have a lot going on.

Ooh – harsh! Maybe not the best time to bring it up, but, if you're looking for someone – I think we'd make a great match. After all, it *is* Valentine's Day. But, just a little bit about us if you're wondering: Friends? We'd LOVE for you to meet them – they're the best of the best, we'd know because we've personally vetted them, yep – each and every one. We take it seriously, because, like we said, our friends reflect who we are. And, as far as *where* we are? We got that covered too – we'll show you every single impression we've served, down to the network, and, we'll wrap it up for you in one single report at the end of the month, because – like we mentioned in red flag #4, you should never be left guessing. If you're wondering “what's the catch?”, no catch – nothing suspicious here, and we've got the TAG Certification to prove it. If you're free, we're free – and, we promise we're different than the other ones. xo



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