

VIVAKI CHOOSES EVIDON AS ITS PREFERRED PROVIDER OF COMPLIANCE SERVICES



The Better Advertisement Project, Inc., a provider of compliance services to internet advertisers, has renamed itself Evidon and announced a new partnership with VivaKi. VivaKi, the world's third-largest communications group, has chosen Evidon as their Preferred Provider of compliance services across their various online advertising endeavors. "This decision by VivaKi and its agencies demonstrates their commitment to transparency for consumers," said Scott Meyer, founder and CEO of Evidon. "Increasingly, we're seeing that the thought leadership exhibited by the commitment to transparency by the likes of such global companies as VivaKi is bringing other agencies and their clients around the world in line." Evidon was the first company to be designated as an Approved Provider of compliance services by the Digital Advertising Alliance.

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