ISBA ISBA Knowledge Hub

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A Guide to membership and how you can access the full range of ISBA benefits is available here.

ISBA's 101 Knowledge Sessions empower marketers with the essential tools, knowledge and strategies to stay ahead in today's fast-paced industry.

View the full list of Learning and development resources here.

Learning and development

101: Understanding Gen AI - opportunities and best practices 2025

101: Understanding the importance of data in your marketing mix 2025

101: Devising and creating eCommerce and social strategies 2025

101: Effective digital creative design 2025

101: Mobile advertising

101 Brand partnership 2025

101 Direct Mail 2025

101: Hyperlocal targeting 2025

101 Social Media 2025

101 Influencer Marketing 2025

101: Radio and Podcast 2025

101: Paid search, online and programmatic buying 2025

101: Gaming, in-game advertising and brand integration

101 Retail Media 2025

101: Out of home

The latest insights and guidance to help members get the most out of their marketing agency relationships.

View the full list of Agency Relationships resources here.

Agency Relationships

ISBA 2026 Media Budgets Survey

Pitch Consultant Guide

Media Services Framework 2025

Global Agency Family Tree 2025

Navigating the UK Agency Ecosystem

Media 2025

Generative Al Supplemental Agreement

Why is effective briefing so difficult?

Seven key behaviours vital for building stronger client agency relationships

State of 'in-housing' report 2023

How to work with a next generation media agency

Managing a Successful In-House Agency

Media Services Framework

Best Practice: How to brief your agency

Why do some Agency: Client relationships fail?

The advertising production process has many different aspects including choosing your production supplier, briefing and contractual or legal obligations.

View the full list of Creative & Production resources here.

Creative & Production

April 2024 - Tripartite Production COVID-19 Addendum

Addressing Transparency in Production

Al: What our partners are saying

Creative and Production evolution - programme of bite-size sessions

The Inclusive Production Toolkit - Unilever

Masterclass: Reimagination

Masterclass: Virtual Production

How to leverage Al in marketing production

How to make sure your production is inclusive

Using technology to drive cost efficiencies in marketing production

Masterclass: Sonic Branding

Guidance on the changes coming from the APA directives regarding production

Masterclass: Transcreation - what is it?

Advertising Production Agreement - PIBS & Contract Terms

Top 10 watchouts for the creative production bidding process

ISBA is here to work, support and signpost initiatives that can help you regardless of where you are on your inclusion and representation journey.

View the full list of Diversity, Equity and Inclusion resources here.

Diversity, Equity and Inclusion

Responsible Media Guide - Inclusion

Responsible Media Guide

ISBA Podcast - Generative AI in Advertising: The Fight Against Bias

Representation in Advertising Tracker - March 2024

How Marketers can Champion Inclusive Advertising

Reframing accessible advertising

How marketing procurement can be a force for change

A guide to incorporating DEI principles into your agency pitch process

All In 2023 - Key Findings

The Inclusive Production Toolkit - Unilever

How to make sure your production is inclusive

Unstereotype Alliance Update

The power of diversity and reaching diverse audiences

Inclusive media planning

WFA Diversity & Representation: Focus on Media Planning and Buying

Generative AI is a transformative technology that will fundamentally change our economy and society – and advertising is no exception.

View the full list of Generative AI resources here.

Generative Al

101: Understanding Gen AI - opportunities and best practices 2025

Gen Al Governance: Getting it right from the start

Inside ISBA's Responsible Gen AI event 2025

ISBA Generative Al Survey Results - July 2025

Responsible Media Guide - Artificial Intelligence

Responsible Media Guide

ISBA Al Summit @ Meta

A CMO Checklist For Al

Responsible Use of Generative Al

ISBA Podcast - Generative AI in Advertising: Trust and Transparency

ISBA Podcast - Generative AI in Advertising: The Fight Against Bias

Al is great, but what does it mean I have to actually do as a CMO?

Navigating the UK Agency Ecosystem

Generative AI Supplemental Agreement

Al: What our partners are saying

More information on ISBA's work on influencer marketing including events, 101 seminars and press releases, can be found here.

View the full list of Influencer marketing resources here.

Influencer marketing

101 Influencer Marketing 2025

How to measure the incremental impact of influencers

Legal webinar: Latest developments in Influencer Advertising

Online Advertising Taskforce, Member Briefing Call - March 2024

ISBA Influencer Contract Templates

The Evolution of Influencer Marketing

Working with legal advisors we have created a range of templates for marketers to use when forming contractual relationships with third parties.

Contract templates

The Ins and outs of Inventory/Proprietary Media

Media Services Framework 2025

ISBA Influencer Contract Templates

Media Services Framework

A guide to best practice in media agency contracts

Best Practice: Pitch guidelines - Creative

Agency Contract Compliance Audit Guidelines

Suggested GDPR Clauses for Data Light Contracts

Suggested GDPR Clauses for Data Heavy Contracts

View the full list of Contract templates resources here.

Marketing effectiveness

Marketing effectiveness has been a strategic priority for ISBA over the past five years.

ISBA 2026 Media Budgets Survey

Why speaking the CFO's language matters for marketing

101: Effectiveness: Marketing Mix Modelling (MMM) 2025

Making Effectiveness Work

Media 2025

Truth through triangulation - Measurement for a cookieless future

Briefing for Effectiveness: A Simple Best Practice Guide

Measurability: why marketers are struggling to see the wood for the trees

A Marketer's Guide to Measurement

Price Elasticity

Room for dissent? Why successful marketing measurement needs both independence and collaboration

Optimisations: A simple guide

Cookieless future of marketing effectiveness

Return on Investment (ROI): A simple guide

What are Adstocks? A simple guide

View the full list of Marketing effectiveness resources here.

ISBA has brought together our Marketing Procurement community for 30 years. Our insights and guidance are tailored to our community's priorities.

View the full list of Marketing procurement resources here.

Marketing procurement

ISBA 2026 Media Budgets Survey

The Value of ISBA's Marketing Procurement Community

Setting Agency Targets for Optimum Outcomes

Pitch Consultant Guide

Time to Re-Evaluate Search Spend

Marketing Procurement Group Outputs - June 2025

The Ins and outs of Inventory/Proprietary Media

Managing Supplier Complexity

Marketing Procurement Online - Retail Media

Media Services Framework 2025

Marketing Procurement Live: Agency Remuneration & Performance Management

The Future of Agency Remuneration Report

Media Agency Contracts - Financial Tracker

Navigating the UK Agency Ecosystem

Global Agency Family Tree

As the representative body for advertisers, ISBA sits on a number of industry and advisory bodies, giving us a unique position within the advertising landscape to provide members with the latest insights and best practice on a range of issues.

View the full list of Media resources <u>here</u>.

Media

ISBA 2026 Media Budgets Survey

WFA/ISBA Media Inflation Forecasts 2025 - 2027

Mail interaction rates and digital effectiveness reach a five-year high

101 Direct Mail 2025

101 Social Media 2025

101: Paid search, online and programmatic buying 2025

101: Radio and Podcast 2025

Breaking barriers between marketing and finance

Working better with your finance team: A practical guide

Why speaking the CFO's language matters for marketing - Panel session

101: Out of home

Time to Re-Evaluate Search Spend

Unlocking the Power of Media & Creative

101 Cinema 2025

101: Delivering accountability in media 2025

Resources that discuss key challenges around the in-housing journey, understanding what the right operating model is in order to get the best commercial results e.g. understanding and controlling data, retaining talent and skillsets required, in housing vs agency

View the full list of Operating Models resources here.

Operating Models

Future Operating Models Group - Navigating the fourth wave of in-housing

Evolution of the Marketing Operating Model report

Be more octopus. How to fast-track your digital operating model

State of 'in-housing' report 2023

Managing a Successful In-House Agency

How to work with a next generation media agency

The Four T's of a Successful In-Housing Journey

Here you will find all the relevant content produced specifically for ISBA brands on the topic of 'a cookieless future' - or to give it more relevance to todays landscape - rebuilding for a privacy-first marketing and advertising environment.

View the full list of Privacy First Marketing resources here.

Privacy First Marketing

A guide to fingerprinting in adtech

Third Party Cookies in an omnichannel landscape

Third-Party Cookies Update - April 2024

Truth through triangulation - Measurement for a cookieless future

A Marketer's Guide to Measurement

Meta: CAPI Legal Whitepaper

Data Clean Rooms: What advertisers need to know

Cookieless future of marketing effectiveness

How to set up your first-party data strategy

Moving past the cookie - Seven steps to get beyond cookie tracking

Multi Touch Attribution (MTA): A Simple Guide

Marketing Measurement in a Cookieless Future

The Future of Identity

Public Affairs

ISBA represents brand owners advertising in the UK, and the Public Affairs team acts as your voice to government and Parliament.

Preparing for the Less Healthy Food advertising restrictions

An update on the Data (Use and Access) Act

'Less Healthy' Food and Drink (LHF) Advertising Restrictions - FAQs

'Less Healthy' Food and Drink (LHF) restrictions briefing for ISBA members

ISBA's response to CAP & BCAP's further consultation on the implementation of LHF ad restrictions

ISBA's response to CAP and BCAP implementing LHF advertising restrictions

Response to Ofcom on quantity and scheduling of TV advertising on public service channels

Response to call for evidence on the Draft Media Bill

Response to Ofcom on the advertising of less healthy food and drink

Response to secondary legislation consultation on HFSS advertising

ISBA response to the DCMS consultation on the Online Advertising Programme

House of Lords Communications and Digital Committee consultation on the future of Channel 4

ISBA response to the Draft Online Safety Bill

ISBA's response to DCMS consultation on a change of ownership of Channel 4

ISBA's response to DCMS Sub-Committee on Online Harms and Disinformation

View the full list of Public Affairs resources here.

Advertisers of all sizes. along with their advertising agencies, media owners and platforms, need to decarbonise their operations rapidly and help promote the adoption of more sustainable products and services. Advertisers. agencies, and every company in our industry share the responsibility to make this happen.

View the full list of Sustainability resources here.

Sustainability

Responsible Media Guide - Sustainability

Responsible Media Guide

GARM & Ad Net Zero - Global Media Sustainability Framework

Legal webinar: Green claims and how to avoid green washing

Masterclass: Reimagination

Masterclass: Virtual Production

Legal seminar: What are the rules for when you make green claims?

Beyond the Climate Bubble

Ad Net Zero marks 2nd Global Summit with new training and updated guide

Creating a net zero media plan

WFA - Global Guidance on Environmental Claims 2022

Green claims and social responsibility

Ad Net Zero Report

Ad Net Zero Essentials Guide

AdGreen Resources Guide

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