

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](#).

Learning and development

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

- [101: Public relations 2025](#)
- [101 TV, VOD and Connected TV 2025](#)
- [101 How does a creative agency work 2025](#)
- [101: Best in class creative and how to judge it 2025](#)
- [101: Effectiveness: Marketing Mix Modelling \(MMM\) 2025](#)
- [101: Understanding media weighting, phasing and evaluating media plans 2025](#)
- [101: Search, online and programmatic buying 2024](#)
- [101: Using data to understand your customer and connected customer experience](#)
- [101: Devising and creating eCommerce and strategies](#)
- [101: Mobile advertising](#)
- [101: Experiential and brand activation](#)
- [101: Affiliate Marketing](#)
- [101: Radio and Voice Search](#)
- [101: Content marketing](#)
- [101: Out of home](#)

View the full list of Learning and development resources [here](#).

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Agency Relationships

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

[Media Services Framework 2025](#)

[Global Agency Family Tree 2025](#)

[The Future of Agency Remuneration Report](#)

[Navigating the UK Agency Ecosystem](#)

[Media 2025](#)

[Generative AI Supplemental Agreement](#)

[Why is effective briefing so difficult?](#)

[Seven key behaviours vital for building stronger client agency relationships](#)

[State of 'in-housing' report 2023](#)

[Managing a Successful In-House Agency](#)

[How to work with a next generation media agency](#)

[Media Services Framework](#)

[Best Practice: How to brief your agency](#)

[Why do some Agency: Client relationships fail?](#)

[Best Practice: Agency Relationship Management](#)

View the full list of Agency Relationships resources [here](#).

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Creative & Production

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](#).

[April 2024 – Tripartite Production COVID-19 Addendum](#)

[Addressing Transparency in Production](#)

[AI: 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 AI 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](#)

[Advertising Production Agreement - PIBS & Contract Terms](#)

[Top 10 watchouts for the creative production bidding process](#)

[Masterclass: Transcreation - what is it?](#)

Diversity, Equity and Inclusion

Diversity, Equity and Inclusion should be ingrained in everything that we do. It is a highly nuanced subject that can be difficult for brands to navigate. 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](#).

[Responsible Media Guide](#)

[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](#)

[All In Report & Action Plan](#)

[Ten steps to safeguard inclusion during restructuring](#)

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Generative AI

Artificial intelligence (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](#).

[Managing Supplier Complexity](#)

[Responsible Media Guide](#)

[Marketing Procurement Live: Agency Remuneration & Performance Management](#)

[ISBA AI Summit @ Meta](#)

[A CMO Checklist For AI](#)

[Responsible Use of Generative AI](#)

[ISBA Podcast - Generative AI in Advertising: Trust and Transparency](#)

[ISBA Podcast - Generative AI in Advertising: The Fight Against Bias](#)

[AI is great, but what does it mean I have to actually do as a CMO?](#)

[Navigating the UK Agency Ecosystem](#)

[Media 2025](#)

[Generative AI Supplemental Agreement](#)

[AI: What our partners are saying](#)

[Digital Media Playbook 2024](#)

[Advertising industry principles for the use of Generative AI in Creative Advertising](#)

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Influencer marketing

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

[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](#)

View the full list of Influencer marketing resources [here](#).

Legal, Contract, and Compliance

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

[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 Heavy Contracts](#)

[Suggested GDPR Clauses for Data Light Contracts](#)

View the full list of Legal, Contract, and Compliance resources [here](#).

Marketing effectiveness

With brands under greater pressure than ever to demonstrate the effectiveness and value of their media investments, our resources look to address key challenges such as digital audience measurement, cross-media/ channel measurement, balanced attribution solutions and long-term vs short term.

View the full list of Marketing effectiveness resources [here](#).

[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](#)

[Diminishing Returns - An explanation](#)

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Marketing procurement

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](#).

[Time to Re-Evaluate Search Spend](#)

[Marketing Procurement Group Outputs - June 2025](#)

[The Ins and outs of Inventory/Proprietary Media](#)

[Marketing Procurement Online: Agency Hourly Rates Benchmarking](#)

[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](#)

[Addressing Transparency in Production](#)

[How marketing procurement can be a force for change](#)

[A guide to incorporating DEI principles into your agency pitch process](#)

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Media

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 [here](#).

[Time to Re-Evaluate Search Spend](#)

[Unlocking the Power of Media & Creative](#)

[101: Understanding media weighting, phasing and evaluating media plans 2025](#)

[Future Operating Models - Evolution of the Marketing Operating System](#)

[Performance Max Strategy Guide: Balancing Automation with Brand Control](#)

[The Streaming Landscape in the UK - 2025](#)

[Responsible Media Guide](#)

[Understanding Connected TV](#)

[PMax Playbooks](#)

[A guide to fingerprinting in adtech](#)

[101: Search, online and programmatic buying 2024](#)

[Media Inflation Forecasts 2024 to 2026 \(UK & Global\)](#)

[Media Agency Contracts - Financial Tracker](#)

[Third Party Cookies in an omnichannel landscape](#)

[101: Radio and Voice Search](#)

Operating Models

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](#).

[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](#)

[How to work with a next generation media agency](#)

[Managing a Successful In-House Agency](#)

[The Four T's of a Successful In-Housing Journey](#)

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Privacy First Marketing

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 today's landscape - rebuilding for a privacy-first marketing and advertising environment.

View the full list of Privacy First Marketing resources [here](#).

[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.

View the full list of Public Affairs resources [here](#).

[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](#)

Sustainability

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](#).

[Responsible Media Guide](#)

[Legal webinar: Green claims and how to avoid green washing](#)

[GARM & Ad Net Zero - Global Media Sustainability Framework](#)

[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](#)

[The AdGreen Levy – A Guide and AdGreen General Levy Briefing](#)

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