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.

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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: Programmatic and digital media buying 2026
- 101: Outdoor 2026
- 101: Organic, paid and AI-driven discovery and search in 2026
- 101: Hyperlocal targeting and direct marketing/mail 2026
- 101: Public relations and Sponsorship 2026
- 101: Social Media and Influencer Marketing 2026
- 101: Brand partnership 2026
- 101 Retail Media 2025
- 101: Radio, podcast and voice search 2026
- 101 TV, VOD and Connected TV 2026
- 101 Cinema 2026
- 101: Best in class creative and how to judge it 2026
- 101: How does a creative agency work 2026
- 101: How to produce and write an effective creative brief 2026
- 101: The value of innovation and renovation of your brand 2026

View the full list of Learning and development resources here.

ISBA

Agency Relationships

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

- Maximising Media Agency Performance
- Top 10 questions advertisers can ask their agencies to reduce media wastage
- Proprietary Media: Transparency, Governance and Effectiveness
- 2026 Global Agency Family Tree
- 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 AI Supplemental Agreement
- Why is effective briefing so difficult?
- State of 'in-housing' report 2023
- How to work with a next generation media agency
- Managing a Successful In-House Agency

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.

Production in the Age of AI: our best guess at best practice

2026 Global Agency Family Tree

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

Masterclass: Transcreation - what is it?

View the full list of Creative & Production resources here.

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Diversity, Equity and Inclusion

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

- Too Scared to Ask - A DSC and ISBA Playbook
- 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

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

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Generative AI

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.

Gen AI Summit 2026: From efficiency to effectiveness

Large Language Models: industry perspectives, challenges and future priorities

AI Search: What Brands Should Focus On Now

ISBA's Generative AI Survey Results - July 2026

Production in the Age of AI: our best guess at best practice

Rightmove Case Study: AI in Creative

The Marketer's Framework for AI-Enabled Content Creation

IntellAIgent Partnerships. Turning AI Adoption into Innovation

101: Understanding Gen AI - opportunities and best practices 2025

Gen AI Governance: Getting it right from the start

Inside ISBA's Responsible Gen AI event 2025

ISBA Generative AI Survey Results - July 2025

Responsible Media Guide - Artificial Intelligence

Responsible Media Guide

ISBA AI Summit @ Meta

Influencer marketing

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

Creator Economy Operating Models: The Marketer's Framework

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.

Contract templates

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

2025 ISBA/IPA Creative Services Framework Agreement (CSFA)

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 Contract templates resources here.

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Marketing effectiveness

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

Total TV: From evolution to effectiveness

Understanding TV Effectiveness in a Changing Ecosystem

101: Effectiveness: Marketing Mix Modelling (MMM) 2026

ISBA 2026 Media Budgets Survey

A Marketer’s Guide to Marketing Measurement: From Data to Decisions

Why speaking the CFO's language matters for marketing

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

View the full list of Marketing effectiveness resources here.

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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.

- Top 10 questions advertisers can ask their agencies to reduce media wastage
- IntellAIgent Partnerships. Turning AI Adoption into Innovation
- 2025 ISBA/IPA Creative Services Framework Agreement (CSFA)
- 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

View the full list of Marketing procurement resources here.

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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.

Maximising Media Agency Performance

Total TV: From evolution to effectiveness

Top 10 questions advertisers can ask their agencies to reduce media wastage

101: Outdoor 2026

101: Social Media and Influencer Marketing 2026

Rebuilding Trust at Scale: Human + AI in Financial Services

101: Radio, podcast and voice search 2026

101 Cinema 2026

101: Understanding media weighting, phasing and evaluating media plans 2026

101: Delivering accountability in media 2026

101: Understanding the media planning process 2026

101: Working with a media agency and understanding media jargon 2026

101: How to produce and write an effective media brief 2026

ISBA 2026 Media Budgets Survey

WFA/ISBA Media Inflation Forecasts 2025 - 2027

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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

Production in the Age of AI: our best guess at best practice

Rightmove Case Study: AI in Creative

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

View the full list of Operating Models resources here.

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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 todays landscape - rebuilding for a privacy-first marketing and advertising environment.

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

View the full list of Privacy First Marketing resources here.

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Public Affairs

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

- ‘Less Healthy’ Food (LHF) ad restrictions come into effect
- 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.

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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 - Sustainability

Responsible Media Guide

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

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

WFA Marketing and Sustainability Report

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