

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](#).

I S B A

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: 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](#)

[101: Building a brand purpose 2026](#)

[101: Delivering accountability in media 2026](#)

[101: Understanding media weighting, phasing and evaluating media plans 2026](#)

[101: Effectiveness: Marketing Mix Modelling \(MMM\) 2026](#)

[101 - Delivering audience and brand insights 2026](#)

[101: Working with a media agency and understanding media jargon 2026](#)

[101: How to produce and write an effective media brief 2026](#)

[101: Understanding Gen AI - opportunities and best practices 2025](#)

[101: Understanding the importance of data in your marketing mix 2025](#)

[101: Effective digital creative design 2025](#)

[101: Devising and creating eCommerce and social strategies 2025](#)

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.

[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](#)

[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](#)

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.

[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](#)

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

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

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.

[Responsible Media Guide - Inclusion](#)

[Responsible Media Guide](#)

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

[How Marketers can Champion Inclusive Advertising](#)

[Representation in Advertising Tracker - March 2024](#)

[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](#)

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.

[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](#)

[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?](#)

View the full list of Generative AI resources [here](#).

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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](#).

[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](#)

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

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Contract templates

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 Contract templates resources [here](#).

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Marketing effectiveness

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

[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](#)

[Cookieless future of marketing effectiveness](#)

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

ISBA

Marketing procurement

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

[IntellAgent 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](#)

[Media Agency Contracts - Financial Tracker](#)

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](#).

[101: Understanding the media planning process 2026](#)

[101: Delivering accountability in media 2026](#)

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

[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](#)

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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

[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](#)

[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](#)

View the full list of Operating Models resources [here](#).

ISBA

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.

[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](#).

ISBA

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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