

ISBA 2023 PRIORITIES

Positioning

ISBA is the only **body that represents brand owners advertising** in the UK. We empower them to **understand the industry and shape its future** because we bring together a **powerful community of marketers** with common interests; lead **decision-making with knowledge and insight**; and give a **single voice to advocacy** for the improvement of the industry.

Purpose

To create an advertising environment that is **transparent, responsible and accountable**; one that can be **trusted** by the public, by advertisers and by legislators.

Strategic Principles

ISBA will:

- Empower **media, agency and digital supply chain relationships** that deliver value for advertisers transparently and sustainably.
- Lead the industry in creating an inclusive and sustainable advertising environment that delivers **positive societal and economic impact**,
- Deliver **thought leadership and actionable learning, advice and guidance**, working with our community of members and with partners

Our Big, Audacious Goal

- Launch a global prototype of **accountable cross-media campaign measurement** in the UK in 2024. Conduct Alpha and Beta Trials of **Origin** in 2023 and establish a commercial venture.

Our Priorities for 2023

To empower **media, agency and digital supply chain relationships** that deliver value for advertisers transparently and sustainably, ISBA will:

- Launch a global prototype of **accountable cross-media campaign measurement** in the UK in 2024:
 - Conduct Alpha and Beta Trials of **Origin** in 2023 and establish a commercial venture.
 - Secure ongoing Origin funding through the **establishment of a Fractional Advertiser Contribution** on media being measured.
 - Ensure **full ISBA membership support** for Origin by implementing an exceptional, one-off subscriptions charge.
- Improve **financial transparency and efficiency of programmatic supply chains** by enabling independent, end-to-end audit:
 - Launch report on 2022 **PwC Programmatic Supply Chain Study**, evidencing positive movement since 2020.
 - Identify **further improvements** and pursue through industry taskforce.
- Improve **transparency of advertiser contracts with media agencies**, enabling closer alignment of commercial interests.
 - Drive further industry adoption of ISBA's **media services framework 2021**, rolling out more tailored communication and learning for different audiences, particularly the procurement community.

To lead the industry in creating an inclusive and sustainable advertising environment that delivers **positive societal and economic impact**, ISBA will:

- Achieve **net zero emissions from advertising** by 2030:
 - Ensure that **Ad Net Zero** measures and drives reductions in Greenhouse Gas emissions from advertising, working with the AA and across the industry.
 - Ensure that industry-agreed governance, policies, standards and methodology are developed and applied.
- Improve **Diversity & Inclusion** amongst advertisers, supporting the AA's **All In** and developing and rolling out implementation guidance and support for brand owners.
 - Develop the role of **ISBA's Advisory Council** in ISBA's governance and support it in demonstrating its impact.
- Continue to execute **ISBA's Political Strategy, strengthening ISBA's relationships with legislators and with officials**, leveraging advertisers' commitment to positive societal and economic outcomes.
 - Support the successful passage of the **Online Safety Bill**, endorsing amendments where necessary.
 - Support the introduction of the bill to provide the Competition & Markets Authority's **Digital Markets Unit** with statutory powers.
 - Respond to consultation on draft regulations to govern TV and online advertising restrictions for foods **high in fat, salt or sugar** from 2025. Press home arguments for alternative, effective measures to be taken to tackle childhood obesity.
 - Shape DCMS thinking on the future of the **self- and co-regulation of advertising** in advance of the response to the Online Advertising Programme consultation, reinforcing the role of the ASA and securing support for its long-term funding.
- Working across the industry, agree a coordinated advertiser position on platforms' delivery of **age-assured audiences**.
- Roll out training for members in the implementation of the brand safety playbook and tools developed through the **Global Alliance for Responsible Media**.
- Support the **industry imperative to attract and retain talent**, working with the AA.

To work with our community of members and with partners to deliver **thought leadership and actionable learning, advice and guidance**, ISBA will:

- Maintain **high member engagement** in ISBA through participation in and between working groups and governance bodies, facilitated by remote communication. Balance remote and in-person contact.
- Reinvigorate ISBA's member **procurement community**, working cross-functionally and across the full range of ISBA's supply chain priorities.