

# **The value of ISBA membership**

January 2023



## ISBA Membership

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.

Our outlook is global, and we work with members and bodies worldwide to **ensure the UK maintains its place as a world leader in setting industry standards**.

**Being a member of ISBA provides a range of benefits for your company:**

- An **amplified voice** on issues that could affect your brand
- The ability to **shape and lead industry change** & stay ahead of emerging policies
- Access to tools, guidance, and advice to help **build effective relationships with agencies and other suppliers**.
- An online knowledge base and programme of online sessions to help your teams **build their understanding of today's issues in media and advertising**

*"Brand safety is non-negotiable for us as advertisers. Following the change in ownership at Twitter we wanted to ensure that Twitter continues to uphold its commitments to GARM (Global Alliance for Responsible Media). When concerns were raised I knew that through ISBA we had a voice at the highest level, including joining a call with Elon Musk and his team. ISBA speaks on behalf of hundreds of leading UK advertisers, as one brand we could not have the impact that ISBA has speaking for all of us. I know that when similar issues arise, ISBA will ensure our views and interests are represented".*

**Jill Dougan - Director Small Business, British Gas**

## Priorities

We set our priorities for the year ahead through planning sessions with our senior members. This ensures the work we do is what our members want and need. Our purpose and priorities support creating an advertising environment that is **transparent, responsible and accountable**; one that can be **trusted** by the public, by advertisers and by legislators.

**ISBA will:**

- Lead our members in **creating** an advertising environment that delivers **positive social and economic impact**
- Empower media, agency and digital supply chain relationships that **deliver value for advertisers**
- Deliver **thought leadership, learning, advice and guidance**, working with our community of members and with partners

[View our 2023 Priorities here](#)

## Our role in the industry

ISBA is a member of the Advertising Association and represents advertisers on the Committee of Advertising Practice and the Broadcast Committee of Advertising Practice, sister organisations of the Advertising Standards Association, which are responsible for writing the Advertising Codes. We are also members of the World Federation of Advertisers (WFA). We can use our leadership role in such bodies to set and promote high industry standards as well as a robust self-regulatory regime.

See an infographic on how ISBA operates in the industry landscape [here](#).

### The World Federation of Advertisers (WFA)

Much of the WFA agenda is dependent on the involvement of key national associations such as ISBA and ANA. Such associations inform WFA policy and drive principles into in-market action for their individual territories. **Being a member of ISBA enables UK brands to feed into global principles and initiatives.** ISBA members also have access to WFA webinars.

UK specific examples of how the UK are leading on global initiatives include:

- [Origin](#): UK global prototype, informed WFA framework, co-chairs global components steering with ANA
- [GARM](#): ISBA sits on SteerCo because of extensive online harms advocacy and regulatory experience
- [2022 Media Services Framework](#): practical multi-market tools
- [Programmatic Supply Chain Study](#) (and support of ANA RfP): granular examination of in-market supply chain, with advertiser benchmarking and recommendations
- [Diversity](#): UK piloted Census
- [Climate](#): UK led and informed WFA programme

WFA working groups ISBA represents its brand members on include:

- WFA Policy Action Group
- WFA Responsible Advertising and Children
- WFA Green Claims in Advertising Task Force
- WFA Digital Governance Exchange

*“ISBA provides a valuable service in representing the views of collective advertisers on many key industry issues such as brand safety, media transparency, the digital supply chain, GDPR, HFSS and many others. With a complex and fragmented media landscape a collective voice is more important than ever to ensure the view advertisers is strongly heard on the topics that matter and will have significant impact on the media ecosystem, costs and media transparency for all advertisers going forward. Alongside this work ISBA also provides an objective overview of the latest media industry developments and facilitates the sharing of knowledge and learnings with other brands through ISBA’s steering and working groups to ensure we have a voice on shaping the industry”*

**Sarah Mansfield, VP Global Media, Europe, Unilever**

## Which brands are currently in membership?

Our members include some of the UK's best known and most respected brands from sectors including financial services, FMCG, retail, automotive, publishing, media, and utilities. [View the full list of members here.](#)

## How we work with our members

### How can I ensure my company has a voice on the key issues and can help drive industry change?

Member involvement is critical to ISBA achieving its goals and delivering results. Members can get involved in a variety of ways.

We run specialist member groups for specific marketing roles and experts. These include Performance & Programmatic, TV & Video, Insight and Effectiveness, Data & Ethics, Future operating models (inhousing), Influencer marketing, Public Affairs and Procurement. For senior members we also have seats on our Media Leaders Steering Group, Council and Executive Committee.

[Find out more about the groups and committees here.](#)

*"Thank you ISBA. Media leaders need a strong organisation to facilitate their collective voice and you provide that."*

**Lisa Walker, Head of Media and Sponsorship and winner of Media Leader of the Year 2022, Vodafone**

*"Being able to sit with peers from across the spectrum of advertiser sectors and share concerns and opportunities across effectiveness measurement is a hugely stimulating and rewarding activity that has definitely improved the way I think about challenges in this very complex area, and given me a much stronger sense of the agency that advertisers have with their supply chains."*

**Carl Bratton, Head of Marketing Effectiveness, Direct Line Group**

## How does ISBA work with members to ensure they are maximising the benefits of membership?

For new and renewing members:

- ISBA introduction with the Marketing team - 1-hour virtual introduction session on how to make the most of your membership
- Targeted communications for registered users including what's on and relevant areas of responsibility and interests.
- 1-2-1 CMO briefing with ISBA's Director General
- Key stakeholder introductions and briefings with the agency services, policy and media teams
- Introduction to ISBA groups – individual or group briefing on all the ISBA groups followed by one-to-one inductions prior to their first meeting
- Regular review and planning calls with the membership team

Our membership team keep in regular contact with the key contact responsible for the membership. The ISBA team are on hand to advise on participating in the ISBA groups, providing one-to-one updates on key media issues, responding to enquiries and generally providing a reminder to the team on how they can utilise the membership.

*"The biggest benefit from getting involved with ISBA is the amount of professional content, events and groups for advertisers can get involved in, which put advertisers right in the centre of industry developments and issues, and this helps to keep internal capability sharp, a broad perspective on the market, and a forum to shape and influence for the better (as 'one voice'). Meanwhile some healthy tension with the agency is always good, in fact agencies most likely appreciate clients who take an active involvement and interest in the sector to drive change."*

**Former Head of media, Virgin Media**

## How can I demonstrate the benefits of joining to senior stakeholders?

ISBA supports all disciplines across the marketing function. Key benefits for individual roles include:

## CMO/Marketing Director

- Recognition that your company is a responsible advertiser - Supporting ISBA ensures advertisers have a well-funded and well-resourced industry body to affect its lobby on behalf of advertisers.
- Regular dedicated communications to keep you ahead of emerging news, policy, trends and reports
- Briefing sessions with ISBA's Director General Phil Smith
- Invitations to exclusive senior marketing roundtables and forums
- Impartial and objective expert advice for your teams from our Media, Public Affairs and Agency Services teams

### How does membership benefit the wider team?

ISBA can help your team build their understanding of the changing advertising landscape through our programme of online forums, groups and expert content.

They can enhance their knowledge and skills through our programme of regular 101 Knowledge Sessions run throughout the year and our [CPD accredited Media Foundation Course](#).

They have access to regular content on the latest issues, best practice and news via the searchable [ISBA knowledge hub](#).

They have access to objective guidance and from the ISBA team and our [ISBA Partners](#), ensuring they have the insight and knowledge to help them make the right business decisions.

They can share knowledge and influence change, alongside their peers, in advertiser-only forums.

*The ISBA Media Foundation Course does what it says on the tin! It gives you a really good foundational media knowledge. It's a great refresher on topics you already know about, as well as providing a solid understanding of those you are less confident in.*

*Throughout the course, you'll be provided with some great real-life examples which help bring the theory to life.*

*The speakers are experts in their field, so it's fantastic to hear from those who live and breathe these areas of marketing day in and day out – especially for a generalist marketing manager! **Katherine Smedley, Brand Marketing Manager, eBay UK***

## **Media**

- Stay informed and participate in [Media groups](#)
- Support and guidance from ISBA's Media team
- [Networking events and virtual knowledge sessions](#) with your peers
- Access to [media resources](#)

*"Being part of the Media Leaders group means that, beyond your colleagues and agencies, you have a network of media professionals who will likely be grappling with a similar set of challenges and opportunities. As well as a forum to have your say, it's a great way to learn from others."*

### **Joanna Williams, Head of Media Samsung**

*"As a long-standing participant of some of the ISBA steering groups, I have always tremendously valued the opportunity to raise, discuss and address with peers, the common challenges facing UK advertisers."*

### **Neil Harrison, Head of Media, Virgin Media O2**

*Being part of the ISBA Insight & Effectiveness group is an invaluable part of keeping up to date with the latest thinking. It has enabled us as a business to make a step change in how we evaluate our marketing performance."*

### **Iain Stanfield, Senior Insight Manager, Specsavers (Co-chair of Insight and Effectiveness Group)**

## **Marketing Procurement & Legal**

- Support around agency remuneration, designed to help members attain the best balance of cost & effectiveness and build sustainable relationships with your agencies
- Templates to create clear, strong and transparent contacts with media, creative, social influencers [marketing procurement resources](#)



- Dedicated [Marketing Procurement Group](#)

*“ISBA provided expert guidance which was invaluable when we were reviewing our media agreement. ISBA’s insights into the media marketplace and their media framework template helped us achieve significant improvements in the way we work with our media agency.*

**Tom Fisher, Head of Procurement, Marketing, DixonsCarphone**

## **Public Affairs, PR & Comms**

- A dedicated [Strategic Policy Action Group](#), for corporate affairs professionals and marketers to explore the big trends affecting our industry and hear from expert voices
- Ad hoc working groups for specific sectors to respond to new challenges – from HFSS restrictions and alcohol advertising rules to the review of gambling law and the issues net zero brings for automotive, energy, and aviation
- Support and guidance from ISBA’s Public Affairs team in a period of unprecedented political turbulence
- [Networking events and virtual sessions](#) with your peers
- Access to the dedicated [Public Affairs hub](#) on the ISBA website

ISBA represents advertisers on the Committee of Advertising Practice (CAP) and the Broadcast Committee of Advertising Practice (BCAP), the sister organisations of the Advertising Standards Association. These are responsible for writing the Advertising Codes and are central to advertising self-regulation.

*“We’ve found ISBA’s support and leadership absolutely essential in our engagement with the UK Government on policy questions around the advertising of HFSS food, and the future of food marketing more broadly. In a complex and sometimes fraught debate, ISBA’s consistent, clear, evidence-based arguments have been the rallying point for food advertisers – engaging constructively and effectively, whilst faithfully representing its members’ views.”*

**Thomas Newham, Senior Public Policy Manager, KFC UK**

## Accessing the ISBA resource

### Where do I go for information?

The ISBA website is the first port of call for members who need information.

- The ISBA [Knowledge Hub](#) is a library of content curated by ISBA and created by ISBA, ISBA member groups, ISBA Partners and industry experts.
- The Hub carries a range of useful and relevant information for UK Marketers including best practice, guidance, research studies, contract templates and webinar recordings.
- There is no limit to the number of people within the member company who can access the site, but you must register to download exclusive member only content. By indicating particular areas of interest when you register we can ensure you don't miss any announcements about new content and events.
- The ISBA team regularly present at marketing team meetings where we remind everyone of the full ISBA resource. We are on hand to have one-to-one calls with anyone who wants to find out more about maximising their membership.
- All new members are offered a full induction and we work together to identify a plan of engagement for the first year of membership.
- [ISBA run a series of virtual and in person sessions and events for members.](#) Although the majority are online, we do run some in person. The majority are free to ISBA members.
- ISBA offers a subsidised CPD accredited [Media Foundation Certificate](#) to member companies who can nominate up to 5 people to participate.
- ISBA members also have access to the WFA programme of webinars.

- Members who wish to discuss a specific matter can [contact one of the experts in the ISBA team](#) and have a one-to-one discussion.
- We work with expert partners across the industry who can also provide [useful guidance](#). Our partners cover a range of specialisms including Media intermediaries, Creative intermediaries, Media performance auditing, Contract compliance/financial auditing, Production consultants, In-housing creative/media, influencer marketing, marketing efficiency, Tech stack and Addressable TV. You can see our most recent content [here](#)
- We are also able to put members in touch with other members or ask a question to the wider membership on behalf of a member.

*(During Covid19 lockdown). "So many big industry reports have landed from you guys in the last month that it feels like buses. The WFA's Data Ethics Whitepaper, The ISBA/ DMA's Seven Step Ad Tech Guide, ISBA Programmatic Supply Chain Transparency Study. I've read them all, picked out actions, communicated out, set off projects".*

**Alison Thorburn, Digital Accelerator, BT Group Media**

## Membership – The joining and renewing process

### What is the joining process?

Our membership intake quarters are January, April, July and October and run for a calendar year. We are able to activate membership upon receipt of a signed [membership application form](#), a PO can be provided at a later date whilst you set ISBA up as a supplier on your systems.

### How is the membership fee calculated?

Membership is corporate with unlimited individual access for your UK team and anybody based elsewhere who has a UK element to their role. We ask new members to confirm their spend and use Nielsen Media Ranking (NMR) data as an approximate guide. Subscriptions are calculated on your annual UK Media spend across Digital, TV, Outdoor, Radio, Press, Cinema, TV Sponsorship & DM.

For renewing members, there is a nominal annual % increase set by the ISBA Council every year. You will be contacted 6 weeks prior to your renewal date with full details and the opportunity for a review and planning call with one of the membership team.

ISBA membership fees also include 1 ticket to ISBA's annual conference, 1 ticket to ISBA's annual President's Lunch, and access to the WFA's programme of webinars (subject to events taking place).

Full terms and conditions of membership can be found [here](#).

*"Wella joined ISBA as we felt it was important for us to have a voice on shaping the industry. Being part of the ISBA community means that our media, marketing and procurement teams can share challenges and experiences with their peers, keep their thinking fresh and bring new areas of consideration into our strategy."*

**James Thomas, Global Media Director, Wella Company**

**For further information please contact:**



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## **ISBA Members 2023**

**\*Parent company logos shown only**

## Automotive sector ISBA Members



## Financial Services sector ISBA Members



## FMCG ISBA Members





## Gambling sector ISBA Members

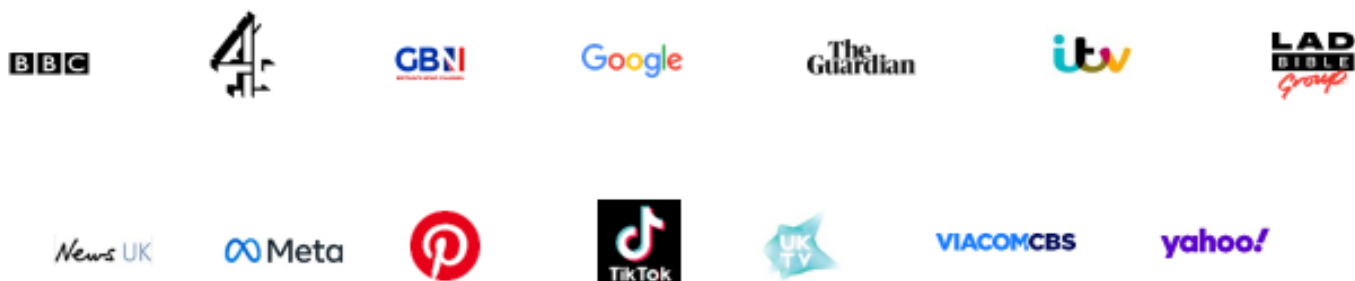


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## Media owners & Publishing sectors ISBA Members



## Not for profit & Charities sectors ISBA Members



## Retail sector ISBA Members



## Utilities sector ISBA Members



**centrica**

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**TalkTalk**

