

ISBA & IMTB Influencer Code of Conduct Signatories – May 2025

*denotes new signatories

Agencies/Talent Agencies	Brands
<ul style="list-style-type: none"> • BENlabs • Billion Dollar Boy* • Cirkle • Citizen Relations* • Connect Management* • Digital Voices • Disrupt • The Fifth • Fourth Floor • Fleishman* • The Goat Agency • Good Relations • Hypetap* • Impact.com • Influencer* • Ketchum* • Kitley Business • Kolsquare* • Media Bodies* • Ogilvy • OTG* • PrimeTag* • RED PILL* • R&CPMK • Saulderson Media • SEEN Connects • SevenSix • Sixteenth • Smarts* • Socially Powerful* • Storm Management • Tagger • Territory Influence • Traackr* • Tribe • United Entertainment Group (UEG)* • Whalar • What They Said • Wildfire Social 	<ul style="list-style-type: none"> • Allwyn* • Asda* • bet365* • Boots UK Ltd • Britvic plc • Centrica • Coca-Cola UK & Ireland Ltd • Costa Coffee • Direct Line Group • Domino's* • Entain plc • Estée Lauder Companies* • First Direct* • Flutter • George (Asda)* • Giffgaff* • Heineken • HSBC* • Informa* • John Lewis* • Kimberley-Clark • KP Snacks* • LADbible Group • Legal & General Group plc • Lidl Great Britain Limited • L'Oreal (UK) Ltd • Mars UK • M&S Bank* • Nationwide Building Society • Natwest Group • Nomad Foods* • Paddy Power Betfair Plc • PepsiCo International Ltd • Pheonix Group • Sainsbury's* • Specsavers Optical Group Ltd • Tesco Stores Limited

- VaynerMedia*

Influencers

- @charlottesevensix - Charlotte Williams
- @gemmastyles - Gemma Styles
- @meganmccoig - Megan McCoig
- @lydias_layton_life - Lydia Elder
- @sashalouisepallari - Sasha Louise-Pallari
- @iammistermba - Mr MBA