

## Positioning

ISBA is the only body in the UK that enables advertisers to **understand their industry** and **shape its future**, because it brings together a **powerful community of marketers** with common interests, **empowers decision-making** with knowledge and insight and **gives 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:

- 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

## Our Big, Hairy, Audacious Goal

- Pilot a world-first global prototype for **cross media measurement** in 2021, driven by advertiser demand. Secure industry commitment to roll-out in 2022.

## Our Priorities for 2021

To lead our members in creating an advertising environment that delivers **positive social and economic impact**, ISBA will:

- **Lead in the advertising industry's relationship with government**, influencing policy by demonstrating advertisers' proactive commitment to creating positive outcomes for society and the economy
- Shape future **self- and co-regulation of advertising** to be sustainable and fit for purpose, influencing ASA strategy implementation and ASBOF funding strategy
- Play a leading role in shaping the implementation of **Online Harms** legislation
- Lead in developing proactive measures on **sector-specific ad regulation** issues, e.g. HFSS foods and gambling
- Deliver the goals of **Ad Net Zero** through executing and promoting its 5-point action plan, working with the AA and all parts of the industry
- Advance industry progress towards greater **Diversity & Inclusion**, through advertiser engagement with and contributions to the AA's **Advertising Needs You Hub**

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

- Lead the global effort to bring about accountable **cross-media measurement** of video and digital formats, driven by advertiser needs and with strong advertiser support
- Lead the industry in improving transparency and efficiency in the **digital supply chain**
- Publish a new **media contract framework** and drive wide industry adoption
- Lead advertisers in **re-shaping critical media trading relationships**, particularly with broadcasters
- Promote closer **agency/client alignment** based on sustainable commercial arrangements and work with the IPA to develop and propagate best practice
- Develop an effective working relationship with the new **Digital Markets Unit** and ensure the advertiser voice is valued

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

- Continue to drive **wider active member engagement** with ISBA through remote communication and through greater participation in ISBA's working groups and governance bodies
- Deliver an enhanced online **knowledge base**, from an improved **website**, working with partners to create high quality, relevant content
- Set a **proactive agenda**, by identifying and engaging with the public policy challenges of the future and establishing ISBA as a **strategic thought leadership player**.