
ISBA Groups

Each ISBA group has its own area and focus and, where relevant, work streams. These reflect industry issues and areas of concern raised by members. The groups share insights and feed directly into ISBA's core strategy.

Our research has shown that members on our groups value the opportunity to learn, the high level of external presentations, sharing and learning with their peers and helping to establish best practice and help shape the industry.

If you are an experienced marketer who wants to share opinions and learnings with other marketers from across a range of sectors, then contact us to find out more.

“small groups doing
big things”

If you are interested in joining one of the ISBA groups, please email JaneP@isba.org.uk. The groups meet approximately every 4/6 weeks for one hour virtually.

Media Leaders

Chair: Lisa Walker, Head of Media and Sponsorship – Vodafone

Lisa.Walker1@vodafone.com

The Media Leaders Group is the conduit between the ISBA Executive Committee and the media - specific specialist steering groups. This group is made up of experienced media practitioners champions the needs of UK advertisers by working with media owners, tech vendors and other industry bodies to achieve transparency, accountability, consistency in measurement and greater brand safety in media.

Other Key topics for 2020 include Media Effectiveness, Media owner consolidation, data use and privacy, Auditing, Agency, and advertiser relations.

Meeting dates:

- 3rd February 10:00 – 12:00
- 9th March 10:00 – 12:00
- 28th April 10:00 – 11:00
- 30th June 10:00 – 11:00
- 6th October 10:00 – 11:00
- 15th December 10:00 – 11:00

TV & Video

Chair: Sam Taylor, Head of Commercial/ Performance Marketing - Direct Line Group

Sam.Taylor@directlinegroup.co.uk

The TV industry is fundamentally changing both in the way TV is consumed and delivered. 'Total TV' is now a buzz word. The opportunities for brands to engage more deeply with consumers are promising but the landscape is becoming increasingly fragmented with the emergence of new players and opportunities for media consumption.

The TV & Video Steering group work with the industry to ensure there is knowledge to allow our members to navigate this new AV world whilst at the same time, relentlessly challenge the marketplace so that advertisers' interests are protected, and the effectiveness of their campaigns can be truly measured.

This group is focused on the development of TV and Video across all screens delivering and contributing to work streams across Audience Measurement, Regulation, TV Trading, Advanced TV, TV analytics and Ad Quality.

Meeting dates

- 12th January 10:00 – 12:00
- 15th March 16:00 – 17:00
- 22nd April 10:00 – 11:00
- 26th May 10:00 – 11:00
- 7th July 10:00 – 11:00
- 7th September 10:00 – 11:00
- 19th October 10:00 – 11:00
- 8th December 10:00 – 11:00

Data & Ethics

Chair: Hitesh Bhatt, Senior Manager/Head Ad Tech and Digital Technology – Lloyds Banking Group

Hitesh.Bhatt@lloydsbanking.com

Initially founded to help our members navigate the implementation of GDPR, our dual-stream Data and Ethics Working Group works to ensure, first, that we continue to engage with, shape, and understand regulation and legislation; and second, that we are present in the debate around digital responsibility and emerging trends around ethics and privacy. We champion the lawful use of data, giving advertisers the means and the moral compass to do the right thing by the people they serve.

Brands are looking beyond operational risk management, and reinventing themselves to give people transparency, choice, and control. This is easier said than done, the dynamic and uncertain regulatory landscape and the complexity of turning principles into practice.

Working Group members seek to understand the digital ecosystem, recognise the tensions between the parties involved, and share a collective interest in solving industry-wide challenges. Success depends on ruthless practicality and a relentless commitment to protecting the rights, interests, and freedoms of the individual. In the coming period, members will continue to engage with developments such as the UK Government's new National Data Strategy and the European Union's planned Digital Services Act, as well as seeking to engage with industry colleagues and policymakers on the future of data ethics.

Meeting dates:

- 19th January 14:00 – 16:00
- 21st April 14:00 – 15:00
- 27th July 14:00 – 15:00
- 5th October 14:00 – 15:00
- 7th December 14:00 – 15:00

Insight & Effectiveness

Co-Chairs: John Perella, Head of Communications Evaluation – Tesco and Carl Bratton, Head of Marketing Effectiveness – Direct Line Group

John.Perella@tesco.com

Carl.Bratton@directlinegroup.co.uk

Brands are under greater pressure than ever to demonstrate the effectiveness and value of their media investments in delivering return to the bottom line. However, the complexities and fragmentation of media and audience, digitisation, and ever complex array of intermediaries and supply chain control, are making this increasingly challenging.

This group delivers and contributes to work streams addressing key challenges such as digital audience measurement, cross-media/ channel measurement, and develops shared understanding of required best practice to enable, for example, advertisers to demand balanced attribution solutions for both long and short-term marketing and brand objectives.

Examples of the kind of work produced by the Insight & Effectiveness Steering Group include:

- [Cutting through the Clutter, Getting Rid of the Hype](#), a paper the group published in February 2019 that considered Attribution in the context of Marketing Effectiveness
- [Effectiveness Culture](#): a joint research endeavor with the IPA to set out understand the components and readiness of organisations to manage effectiveness:

Meeting dates:

- 27th January 10:00 – 12:00
- 25th March 10:00 – 11:00
- 12th May 10:00 – 11:00
- 23rd June 10:00 – 11:00
- 2nd September 10:00 – 11:00
- 25th November 10:00 – 11:00

Performance & Programmatic

Co-Chairs: Alison Thorburn, Group Digital Accelerator, Media – BT and Matt Cocquelin, Digital Acquisition Manager – TSB

Alison.Thorburn@bt.com

Matt.Coquelin@tsb.co.uk

Reflecting the complexity of digital advertising marketplace, the P&P Steering Group, is made up of senior representatives from all market sectors, sharing their expertise, insight and challenges working within this rapidly developing media environment.

The P&P plans & oversees on key ISBA work streams making recommendations of best practices across all digital channels while keeping a clear focus on innovation, measurement and how changes in the media landscape will affect our work. Current principle focus is on the Supply Path Optimisation for Display and the Third Party Cookieless future of media tech 2022.

Meeting dates:

- 14th January 10:00 – 12:00
- 16th March 10:00 – 11:00
- 5th May 10:00 – 11:00
- 21st July 10:00 – 11:00
- 29th September 10:00 – 11:00
- 1st December 10:00 – 11:00

Marketing Procurement

Exploring innovations and seeking solutions to key communication issues encountered by ISBA's Marketing Procurement community; we work together to collectively develop the marketing procurement function and its effectiveness; both internally within member companies and externally with the agency marketplace.

We do this by sharing best-practice information; producing best-practice documents and guidance; hosting seminars and events; and tackling industry issues and when appropriate lobbying appropriate influencers. The group does not take action for its own individual benefit, but in the spirit of raising standards and practices across the industry on behalf of all ISBA members.

Meeting dates:

- 20th January 10:00 – 11:00
- 24th March 10:00 – 11:30
- 16th June 10:00 – 11:30 (TBC)
- 27th October 10:00 – 11:30 (TBC)

Diversity & Inclusion

Chair: Kerry Chilvers, Brands Director at Direct Line Group

Kerry.chilvers@directlinegroup.co.uk

The ISBA Diversity and Inclusion Network is working with ISBA members and the wider marketing communications industry to ensure all marketing communications/advertising produced is fully representative of contemporary society by 2024.

Target level: Head of/ Director/ C-Suite level marketers

Meeting date:

- 26th January 10:00 – 12:00
- 6th April 10:00 – 11:00
- 13th July 10:00 – 11:00
- 26th October 10:00 – 11:00

Strategic Policy Action Group (SPAG)

This group is for representatives across disciplines and across sectors who are striving to meet – and shape – the big issues confronting advertising and marketing. It maintains a focus on public policy and is a forum for us to discuss common issues, but also takes a wider view on trends in our industry and the strategic challenges. It provides a space for cross-cutting conversations with leading figures from a range of organisations, while also facilitating engagement with policymakers and regulators.

Meeting dates:

- 11th March 2021 2pm – 3pm
- 11th May 2021 10:00 – 11.30
- 8th September 2021 10:00 – 11.30
- 30th November 2021 10:00 – 11.30

Food and Drink Working Party

This group focuses on relevant public policy developments and the regulatory challenges with which industry continues to be faced. The Group is a forum for sharing information, intelligence, and ideas on common responses to issues, notably government's approach to restricting the advertising of HFSS products. It has also addressed alcohol policy, calorie labelling and other subjects on which ISBA can represent industry's collective view to policymakers.

Due to the fast-moving debate around the online advertising restrictions, the group is currently meeting more regularly than usual. A more regular routine of meetings will be re-established in due course.

Future Operating Models' (In-Housing)

Chair: Matt Pollington, Director of Performance Marketing at Made.com

Matt.pollington@made.com

A forum for members to discuss key challenges around the in-housing journey, understanding what the right operating model in order is to get the best commercial results. e.g., understanding and controlling data, retaining talent and skillsets required, in housing vs agency. Members are invited to share learnings from different in housing experiences, gain different perspectives and hear from industry thought leaders in all areas from platforms to people to processes.

Meeting dates:

- 10th February 10:00 – 11:00
- 7th April 10:00 – 10:40
- 27th May 10:00 – 10:40

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- 20th July 10:00 – 10:40
 - 21st September 10:00 – 10:40
 - 2nd November 10:00 – 11:00

Influencer

Chair: Joanne Loughrey, Associate General Counsel – L'Oréal

Joanne.loughrey@loreal.com

Formed in the wake of continuing regulatory uncertainty and consumer confusion and driven by our members' increasing activity in this space and the challenges it brings, this Working Group builds upon ISBA's previous work on template influencer contracts. The Working Group is comprised of members from across sectors and is aimed at colleagues from across disciplines with involvement in influencer marketing, from legal officers to social media managers and marketers who manage their brand's influencer relationships.

The Group is focused on two main tasks: continuing constructive dialogue with regulators; and the composition of a Code of Conduct for influencers, agencies, and brands, with the goal of raising standards, ensuring regulatory compliance, and enabling our members to employ authentic and effective influencer marketing.

Meeting dates:

- 17th March 2021 10:00 – 11:00
- 16th June 2021 10:00 – 11:00
- 15th September 2021 10:00 – 11:00
- 14th December 2021 10:00 – 11:00