



ISBA

# 2021 REVIEW

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.

## A YEAR OF PROGRESS

Working with members, as in previous years, ISBA laid out its priorities for the year ahead at the beginning of 2021. We have made good progress and delivered on a number of key initiatives:

[Origin](#) remained our big audacious goal, specifically to pilot a world-first global prototype for cross-media measurement and to secure industry commitment to roll-out.

It was a massive goal, and it is testament to the hard work of the ISBA and Origin teams and the belief and commitment of many of our members that we have successfully delivered on the prototype and are about to embark on the next phase of the project in early 2022. This project continues to be driven by the needs of advertisers, and it's with your continued support that we will succeed in delivering against the World Federation of Advertisers' "North Star" use cases.

## SOCIAL AND ECONOMIC IMPACT

We also committed to lead our members in creating an advertising environment that delivers positive social and economic impact.

We have delivered here on multiple fronts: working closely with the ASA to help it deliver its strategy and remain fit for the future; advocating for and contributing to Online Safety legislation; and leading on sector-specific ad regulation issues - notably our work on HFSS advertising.

Just as importantly we have committed to more action in the areas of climate change and inclusion and representation. We launched the [AdGreen](#) levy to members earlier this year as part of our commitment to [Ad Net Zero](#) and there is much more work to do on this crucial issue.

We recognise the importance of inclusion and representation in advertising and have worked to counter-balance the lack of diversity within our senior member groups. We have formed ISBA's Advisory Committee, a sounding board for Council and ExCom to review ideas, help set ISBA priorities and build a pool of additional expertise. It provides a representative voice across age, race, class, and disability.

The second plank of our work is to drive media, agency and digital supply chain relationships that deliver value for advertisers. The impact of the 2020 [Programmatic Supply Chain Transparency Study](#) continues to be felt, and we have made substantial progress in our work across the industry to foster transparency and enable future supply chain audits to take place.

Data privacy and ethics have been a key area of focus and in understanding the deprecation of third-party cookies and its impact on members we have delivered a series of webinars exploring potential solutions for the future.

**One  
Voice**



### MEDIA SERVICES FRAMEWORK

In July, we launched our updated [Media Services Framework](#), designed to give members the basis for the contract between them and their media agency. The 2021 version is the product of a fundamental overhaul. Since first publication, both the media landscape and the way media is traded have evolved, driving the need for advertisers to have contractual arrangements that bring clarity and transparency with their agencies.

This new framework offers several new approaches to resolve longstanding problems and identifies and addresses new issues.



### INFLUENCER CODE OF CONDUCT

In September, ISBA launched the [Influencer Marketing Code of Conduct](#) – a best practice guide aimed at raising standards; smoothing relationships between brands, talent agencies, and influencers; and delivering transparency for consumers.

The Code was driven by members of our Influencer Marketing Working Group and was designed in collaboration with representatives from talent agencies and influencers themselves. Our aim and hope is that the Code will become an industry standard.

### NEW WEBSITE AND 101 DEEP-DIVE SESSIONS

To serve our community of members and to deliver thought leadership, learning, advice and guidance, ISBA launched a [new website](#) with an overhauled Knowledge Hub, a programme of webinars and we introduced ISBA's '101' Sessions for members. The sessions were deep-dives on a variety of media channels and marketing essentials and are available to [watch back](#) on our website. Our recent member survey shows these initiatives are valued and delivering what members need.

We ended 2021 with a Planning session with our Council, Executive Committee Members and Advisory Committee, to review 2021 and provide input for ISBA's priorities in 2022. This will be launched to members early in the New Year.

You can access all of ISBA's resources on our [Knowledge hub](#). Make sure you have registered and logged in on our website to benefit from our exclusive member-only documents and videos



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