

# Overview of the ISBA Groups

- ISBA groups are advertiser-only forums, open to members who want to **share opinions and learnings with peers** from a range of sectors
- Over 400 marketers participate in one or more of the ISBA groups and value the opportunity to **learn while helping ISBA establish best practice and shape the industry**
- The groups meet virtually every 4 to 6 weeks for approximately 1 hour
- You can see more detail on the groups below. If you would like to find out more then please get in touch with [claudiak@isba.org.uk](mailto:claudiak@isba.org.uk)

ISBA

# ISBA Groups

- COMPAG (Marketing Procurement)
- Data & Ethics
- Future Operating Models Forum
- Inclusion Network
- Influencer Marketing
- Insight & Effectiveness
- Media Leaders
- Performance & Programmatic
- Strategic Policy Action Group
- TV & Video

2022 Dates

2022 Media Group Priorities

One  
Voice

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 across the agency landscape.

We do this by sharing best-practice information; producing best-practice guidance; hosting virtual meetings; and tackling industry issues.

This group would be of interest to any member involved in agency management, procuring agency or media services.

Further reading: [COMPAG](#); [Agency Management](#)

**COMPAG**  
(Marketing Procurement)

One Voice



This group works to shape and understand regulation and legislation and addresses digital responsibility and emerging trends around ethics and privacy.

The group seeks to understand the digital ecosystem, recognise the tensions between the parties involved, and share a collective interest in solving industry-wide challenges.

This group would be of interest to marketers who digital marketers, privacy officers, legal officers and corporate affairs.

## 2022 Priorities

- Cookieless Future
- Data Ethics Agenda
- Regulation & Legislation
- Education
- Guides

Further reading: [Data & Ethics](#)



**Chair: Hitesh Bhatt, Senior Manager, Head of Ad Tech & Digital Tech  
Lloyds Banking Group**

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Data & Ethics

One  
Voice

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.

Further reading: [In-housing](#)



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

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# Future Operating Models

One  
Voice

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

The group is made up of individuals with varying responsibility within their organization from marketing director to diversity, equity and inclusion lead highlighting the impact that DE&I has across all levels within our members.

There are a number of resources available under the Inclusion area of our website to support brands, such as “The 10 Cs of Change” document outlining how to address DE&I in the various areas of your business.

The group is of interest to all levels with an interest in incorporating diversity, equity and inclusion within their marketing, marketing comms and advertising.

Further reading: [Diversity & Inclusion](#)



**Chair: Kerry Chilvers, Brands Director**  
**Direct Line Group**

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Inclusion Network

One  
Voice

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.

This group is aimed at members from across disciplines with involvement in influencer marketing, from legal officers to social media managers and marketers who manage their brand's influencer relationships

Further reading: [Influencer marketing](#)



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

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# Influencer Marketing

One  
Voice

With brands under greater pressure than ever to demonstrate the effectiveness and value of their media investments this group addresses key challenges such as digital audience measurement, cross-media/ channel measurement, balanced attribution solutions and long-term vs short term. This group is ideal for marketers with an interest in media effectiveness and keen to work with other members to develop best practice.

## 2022 Priorities

- Effectiveness culture
- Measurement
- Peer-to-peer
- Forecasting
- Education: marketing as an investment

Further reading: [Marketing effectiveness](#)



**Co-Chairs:**  
**John Perella, Head of Communications Evaluation**  
**Tesco**

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

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Insight & Effectiveness

One  
Voice



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.

## 2022 Priorities

- Talent
- Measurement
- Transparency & Trust
- Sustainability
- Post Cookieless
- Market trends
- HFSS
- Diversity & Inclusion
- Agency relationships

Further reading: [Origin - Cross media measurement programme](#)



**Chair: Lisa Walker, Head of Media & Sponsorship  
Vodafone**

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Media Leaders

One  
Voice

This 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 group develops best practice across digital channels while keeping a clear focus on innovation, measurement and changes in the media landscape.

This group would be of interest to marketers who are specialists in performance and programmatic marketing.

## 2022 Priorities

- Cookieless Future
- Online platform management
- Peer-to-peer
- Technical understanding
- Measurement

Further reading: [Programmatic advertising](#)



**Co-Chairs:**  
**Emily Latham, Interim Head of Digital Marketing & Martech**  
**Channel 4**

**Matt Cocquelin, Digital Acquisition Manager**  
**TSB**

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Performance & Programmatic

One Voice

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.

This group would be of interest to any members involved in public and corporate affairs or with an interest in political, legislative and regulatory developments.

Further reading: [Policy & regulation](#)

# Strategic Policy Action Group

The TV industry is fundamentally changing both in the way TV is consumed and delivered with an increasingly fragmented landscape.

This group, made up of media leads, seeks 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.

## 2022 Priorities

- Trading (Enders)
- Measurement
- Transparency
- Influencing and education
- Peer-to-peer

Further reading: [TV advertising – evolving model](#)



**Chair: Sam Taylor, Head of Commercial & Performance Marketing  
Direct Line Group**

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TV & Video

One  
Voice

Month	Media Leaders	TV & Video	Insight & Effectiveness	Performance & Programmatic	Data & Ethics	COMPAG (Marketing Procurement)	Inclusion Network	Strategic Policy (ad hoc basis)	Future Operating Models	Influencer Marketing
Jan	25 <sup>th</sup> 10:00 – 11:00	18 <sup>th</sup> 10:00 – 11:00	11 <sup>th</sup> 10:00 – 11:00	13 <sup>th</sup> 10:00 – 11:00	20 <sup>th</sup> 14:00 – 15:00				25 <sup>th</sup> 14:00 – 15:00	26 <sup>th</sup> 10:00 – 11:00
Feb							3 <sup>rd</sup> 11:00 – 12:00	2 <sup>nd</sup> 10:00 – 11:00		
March	29 <sup>th</sup> 10:00 – 11:00	17 <sup>th</sup> 10:00 – 11:00	8 <sup>th</sup> 10:00 – 11:00	15 <sup>th</sup> 10:00 – 11:00	22 <sup>nd</sup> 14:00 – 15:00		31 <sup>st</sup> 14:00 – 15:00			
April									26 <sup>th</sup> 14:00 – 15:00	6 <sup>th</sup> 10:00 – 11:00
May	24 <sup>th</sup> 10:00 – 11:00	12 <sup>th</sup> 10:00 – 11:00	3 <sup>rd</sup> 10:00 – 11:00	10 <sup>th</sup> 10:00 – 11:00	17 <sup>th</sup> 14:00 – 15:00					
June							23 <sup>rd</sup> 14:00 – 15:00			
July	26 <sup>th</sup> 10:00 – 11:00	14 <sup>th</sup> 10:00 – 11:00	6 <sup>th</sup> 10:00 – 11:00	12 <sup>th</sup> 10:00 – 11:00	20 <sup>th</sup> 14:00 – 15:00				19 <sup>th</sup> 14:00 – 15:00	27 <sup>th</sup> 10:00 – 11:00
Aug										
Sep	27 <sup>th</sup> 10:00 – 11:00	15 <sup>th</sup> 10:00 – 11:00	6 <sup>th</sup> 10:00 – 11:00	13 <sup>th</sup> 10:00 – 11:00	20 <sup>th</sup> 14:00 – 15:00		29 <sup>th</sup> 14:00 – 15:00			
Oct										
Nov	29 <sup>th</sup> 10:00 – 11:00	17 <sup>th</sup> 10:00 – 11:00	8 <sup>th</sup> 10:00 – 11:00	15 <sup>th</sup> 10:00 – 11:00	22 <sup>nd</sup> 14:00 – 15:00					2 <sup>nd</sup> 10:00 – 11:00
Dec							8 <sup>th</sup> 14:00 – 15:00			





# Media Leaders 2022 planning outputs

## Talent

How to attract, train and retain talent

How to deal with lack of agency talent

## Measurement

Origin

Linking Measurement to agency remuneration

Challenge of cross media attribution

## Transparency & Trust

GARM - understood

Brand Safety - tools

Privacy-centric marketing - impacts

Trading: Access to data e.g. BVOD

## Sustainability

Achieving a consistent standard

Create a common language

Explore existing / or feasibility of framework for CO2 cost measure of ads & placement

## Post Cookieless

How can we shape what's next

## Market trends

Post Covid consumer habits, media habits, emerging channels, audience profiles

## HFSS

Planning scenarios for both HFSS and non HFSS brands

## Diversity & Inclusion

Connect with the Inclusion Network with particular focus on Inclusive Media Planning

## Agency Relationships

Continuation of Future of Auditing work

Continuation of agency management work





# TV & Video 2022 Group planning outputs

## Trading (Enders)

AB Deadlines– trade off between flexibility and inflation

Impact of HFSS on all brands: booking, pricing etc.

BVOD impact on SAP

Better forecasting of price and impacts from agencies & media owners

The impact of trading flexibility on the auditing process

## Measurement

Origin, C- Flight, BARB

What quality metrics should we be using

Effectiveness measurement, attention baselines, channel mix, level of BVOD

Myth busting around new AV measurement propositions.

## Transparency

BVOD data challenges, understanding its value, impact on audit

Investigating the CTV Supply Chain

## Watching Brief

C4 Privatisation

## Influencing and Education

Media Owners, auditors and measurement companies engagement

Programmatic upskilling

Use cases of Connected TV

## Peer to Peer

Best practice sharing



# Insight & Effectiveness Group 2022 planning outputs

## Effectiveness culture

How to DIY good marketing effectiveness practice

Insourcing vs Outsourcing

Understanding different stages - what does roadmap look like?

Annual monitor with IPA

How to manage framework that outlives the CMO

## Measurement

Metrics that matter

VOD data – missing \*

Balance role of TV \* and channel proliferation

## Thought leadership

Long term effects, (Joe Cox, O2 paper)

## Peer-to-Peer

Best practice sharing

New channels: knowledge share

Break-out topic groups

Self-help approach?

Showcasing: e.g., Rightmove share of search use case

Share positive consultancy experiences

## Forecasting

Post Brexit / Post COVID impacts

Emerging trends

New media habits – regional difference?

How to forecast brand objectives

## Education: marketing as an investment

“Train” the CFO

IPA partnership

Work with colleges / unis to influence business not just marketing curricula

Level-up agency / client effectiveness understanding

Talent challenges: I&E skillsets

\* Aligned with TV & Video



# Performance & Programmatic Group 2022 planning outputs

## Cookieless

Develop/share understanding of privacy-first marketing

How new technologies work

1st party audiences: understand / build / manage/how + ethics

Google Sandbox drop-ins: need to understand new-tech

Sessions: operational / peer-to-peer, immersive, less frequent

## Online platform management

CAPI (FB)/ Consent Mode (Google): data governance: e.g. lobby FB for enhanced GDPR/legal clarity and implementation

Not just Google & FB: include other platforms: share roadmaps

Build TikTok relationship, especially data processing (China)

More transparency required: brand safety, age, misinformation

Tackle Apple overriding consent: CMA?

Tackle FB: personal ownership of corporate account untenable

## Peer-to-peer

More shared experiences

Introduce member slots in group meetings

Quarterly huddle sessions

## Technical Understanding

Financial audits of the prog. supply chain in action – understand / refine: share Taskforce

Adtech / Martech orchestration

Develop technical management of agencies: performance assessment guide

Google Analytics 4: insight required

AI / machine learning

## Measurement

Urgent focus on cookieless measurement options

Future of attribution?

Explore European experience where low reliance on cookies, e.g. Denmark

# Data & Ethics Group 2022 planning outputs

## Cookieless

What are the practical implications for compliancy?

Explain 1<sup>st</sup> party data solutions

Google must explain Sandbox tech – blog links not fit for purpose

New tech solutions – bite-sized (e.g. decentralised 1<sup>st</sup> party data guides)

CAPI (FB) & Consent Mode (Google) lobbies

## Data Ethics agenda

What consumers think about privacy and their data

Understand what data ethics 'practice' is? Consider what 'good practice' might be

AI & Machine Learning: ensure NEW policies not stopping marketing

Data Ethics Checklist, e.g. vendor and partner selection

## Regulation & Legislation

Liase ICO / DCMS

Supply expert input to industry consultations

## Education

New technologies explained – bite-sized

Understand how technology impacts data compliancy

Consumer understanding – how to influence externally

Help legal teams understand tech

## Guides

Privacy notices- help consumers understand, possible template

Establish accessible privacy policy template

1<sup>st</sup> party data guide

Identify Gold standard privacy policy





# 2022 Media priorities

**Talent**

**Measurement**

**Transparency &  
Trust**

**Sustainability**

**Platform  
Management**

**Knowledge**  
Developing capability

**Trading**

**Regulation &  
Legislation**

**Diversity &  
Inclusion**

**Cookieless**

**One  
Voice**