

ISBA 2022 Priorities

Positioning

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 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 the industry in creating an inclusive and sustainable advertising environment that delivers **positive societal and economic impact**,
- Empower **media, agency and digital supply chain relationships** that deliver value for advertisers transparently and sustainably.
- Deliver **thought leadership and actionable learning, advice and guidance**, working with our community of members and with partners

Our Big, Audacious Goal

- Conduct an Early Systems and Panel Integration Test of **Origin cross-media measurement** in 2022, in advance of Alpha Trial in early 2023. Secure industry commitment to establish a commercial venture, with a service launch in 2024.

Our Priorities for 2022

To lead the industry in creating an inclusive and sustainable advertising environment that delivers **positive societal and economic impact**, ISBA will:

- **Become thought leader in the advertising industry's relationship with government**, influencing policy by demonstrating advertisers' proactive commitment to creating positive outcomes for society and the economy. Agree and execute **ISBA's Political Strategy**.
- Lead the industry in pressing for implementation of the **Online Safety Bill** without delay.
- Support brand owners with local implementation of tools from the **Global Alliance for Responsible Media**, developing resources as required.
- Continue to shape **self- and co-regulation of advertising** to be sustainable and fit for purpose, influencing government's Online Safety Bill and the Online Advertising Review to reinforce the role of the ASA and secure its long-term funding.
- Gain clarity for advertisers on the timing and terms of forthcoming **HFSS ad restrictions**. Lead in developing proactive measures on further **sector-specific ad regulation** issues.
- Lead the industry in developing tools to help advertisers foster more sustainable consumer choices, working with the AA and across the industry on **Ad Net Zero's Action 5**, harnessing advertising's power to support behaviour change.

- Accelerate industry progress towards greater **Diversity & Inclusion**, supporting the AA's All In and identifying and owning advertiser-specific initiatives.
- Embed the voice of **ISBA's Advisory Council** in ISBA's ways of working and demonstrate its impact.
- Support the **industry imperative to attract and retain talent** by developing the case for advertising as a force for good, underpinning a healthy and inclusive society and a vibrant and sustainable economy.

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

- Conduct an Early Systems and Panel Integration Test of **Origin cross-media measurement** in 2022, in advance of Alpha Trial in early 2023. Secure industry commitment to establish a commercial venture, with a service launch in 2024.
- Develop and implement plans for industry **usage and adoption of Origin** and its relationship with Joint Industry Currencies.
- Lead in improving transparency and efficiency in the **digital supply chain**, driving industry adoption of the contractual and data instruments agreed by the Programmatic Industry Task Force.
- Drive industry adoption of ISBA's **media services framework 2021**. Promote closer **agency/client alignment** based on sustainable commercial arrangements.
- Create and drive an advertiser-led agenda for the evolution of **TV measurement, planning and trading**, pursuing the findings of the Enders Future of TV Trading Study.
- Work with IPA to develop and launch a framework for considering and conducting **more sustainable pitches**.
- Lead in helping advertisers prepare for the **deprecation of 3rd Party Cookies**, with information from across the industry synthesized into actionable guidance.
- Identify and pursue further opportunities for groundbreaking and reputation-enhancing **global collaboration and leadership**.

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

- Continue to drive **broad active member engagement** with ISBA through greater participation in ISBA's working groups and governance bodies, facilitated by remote communication.
- Continue to enhance and update ISBA's online **knowledge base**, working with partners.
- Engage ISBA's member **procurement community** fully in ISBA's supply chain priorities.
- Support member talent development and retention by expanding the range of **ISBA's 101 sessions** and providing more comprehensive solutions to marketing capability building.

For more information about the work ISBA is doing, please contact ISBA Director General, Phil Smith on PhilS@isba.org.uk.