

ISBA

ISBA Priorities 2022

One
Voice

Housekeeping

Please be aware this session is being **recorded**.

We need to ensure we **know everyone** who is on the call. If we can't, see your **email address** when you join, we might ask you to confirm your details . Please don't be offended, we don't want to **Jackie Weaver** you off the call!

Please put yourself on **mute** if you are not speaking.

We **LOVE** questions. Don't be shy, please drop any questions in the **chat** or use the **raise your hand** icon.

You will be sent a **copy** of the recording as a follow up so you can watch it again and again.

For those who are new to ISBA or who don't know a lot about us please visit **isba.org.uk**

If you are an ISBA member you can **sign up** to the member area and access exclusive content just for you. Just click the person icon on the nav bar.



Peter Duffy CEO Moneysupermarket and ISBA President

AGENDA

ISBA Priorities 2022- Phil Smith, Director General ISBA

ISBA and Ad Net Zero- Phil Smith and Jo Fenn, Project Director Ad Green

Origin- Tracey Kitt, Director Origin and Sarah Mansfield, VP Global Media Unilever

Public Affairs update- Rob Newman, Director of Public Affairs ISBA

Q&A with the team



I S B A

ISBA 2022 Priorities

Phil Smith

**One
Voice**

I S B A

ISBA

- **Only body to represent brand owners**
- **Powerful community of marketers**
- **Understanding the industry**
- **Shaping the future**
- **Leading decision-making with knowledge and insight**
- **Giving single voice to advocacy**



Our Purpose

- **Environment that is transparent, responsible and accountable**
- **Trusted by public, advertisers and legislators**



Principles

- **Inclusive and sustainable advertising environment, delivering positive societal and economic impact**
- **Media, agency and digital supply chain relationships that deliver value transparently and sustainably**
- **Thought leadership, actionable learning, advice and guidance**



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Our Big, Audacious Goal

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



Origin

Positive societal and economic impact



Closed consultation

Introducing a total online advertising restriction for products high in fat, sugar and salt (HFSS)

Health and Care Bill

[AS AMENDED IN COMMITTEE]



Department for
Digital, Culture,
Media & Sport



Policy paper

Online advertising - call for evidence

Updated 18 March 2020

ISBA

Inclusive & Sustainable Advertising Environment

ISBA Advisory Council





Media, agency and digital supply chain relationships that deliver value transparently and sustainably

WHAT'S UP NEXT?

Building Back a Better Industry:
The Pitch Positive Pledge



Julian Douglas
President, IPA, International
CEO & Vice Chairman,
VCCP



Andrew Lowdon
Director, Agency Services,
ISBA

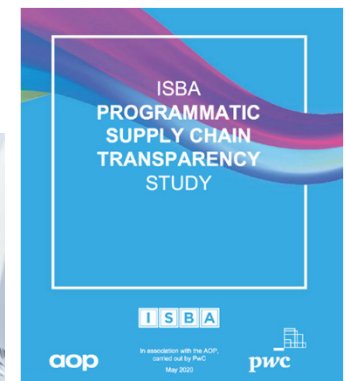


Simon Gunning
CEO, Campaign Against
Living Miserably (CALM)



Kate McGee
Editor, Management Today

RE²⁰²²
NEW

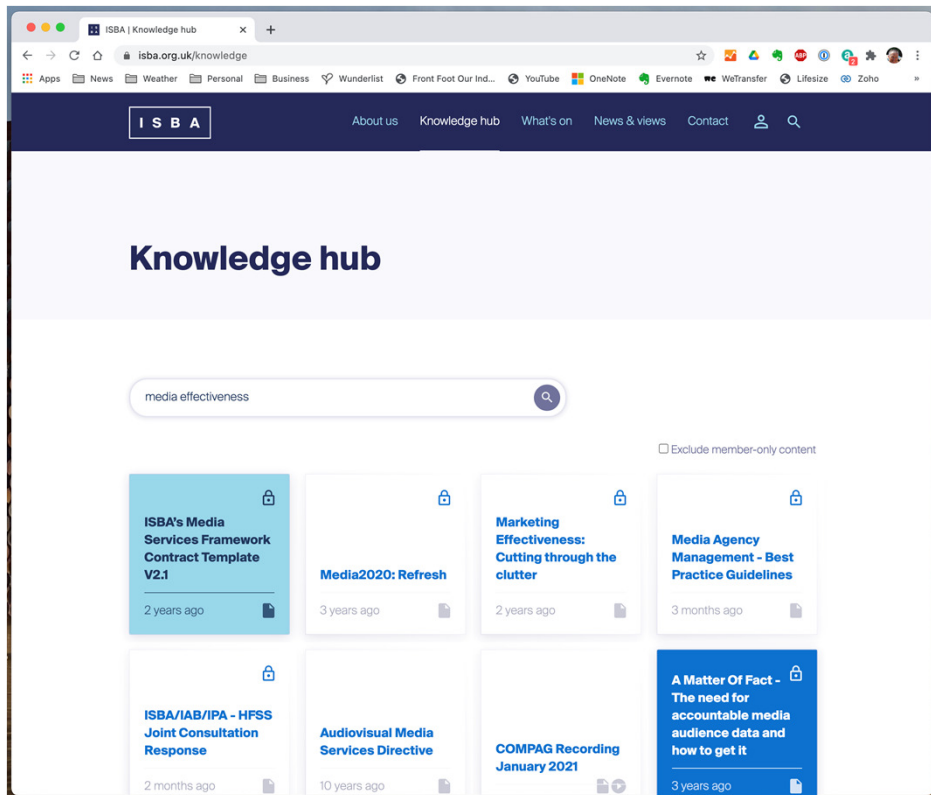


IPA
Incorporated
by Royal Charter

ENDERS | ANALYSIS

ISBA:

Future TV trading model



Thought leadership, actionable learning, advice and guidance

- Wider active member engagement
- Enhanced online knowledge base, working with partners
- Engage procurement community
- Expand 101 sessions

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Ad Net Zero

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Ad Net Zero

- Advertising operations' own emissions
- Advertising Production
- Media Choice
- Awards & Events
- Advertising's Positive Influence



The background of the slide is a high-angle, slightly blurred photograph of a busy public space, likely a train station or a large shopping mall. The floor is made of light-colored square tiles. Several people are walking in different directions. A large, bright yellow diamond shape is superimposed over the center-right portion of the image, partially obscuring the people and the floor. There are also some thin yellow diagonal lines scattered around the diamond.

I S B A

**Jo Fenn, Project Director
Ad Green**

**One
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ADGREEN PROJECT ELEMENTS

Plus:
Comms
Events

CREATIVE ENERGY

Renewable Energy
buy-in programme
with Good Energy
c/o BAFTA's albert

ONLINE RESOURCES

**CAMPAIGN/PROJECT
CERTIFICATION**
(coming late 2022)

TRAINING

Online, 2 hour sessions for production and creative teams

CREATIVE OFFSETS

Carbon offsetting programme with Natural Capital Partners

CARBON CALCULATOR

Collaborative
footprinting and
reporting across all
stakeholders

part of

part of

weareadgreen.org

ADGREEN
where low impact counts

2022 PLANS...

Aims:

Continue to look at 'Measure'

Increase focus on 'Reduce'

'Realistically ambitious' KPIs developed for:

- Calculator
- Training & Education
- Sharing best practice, celebrating success
- Financial stability

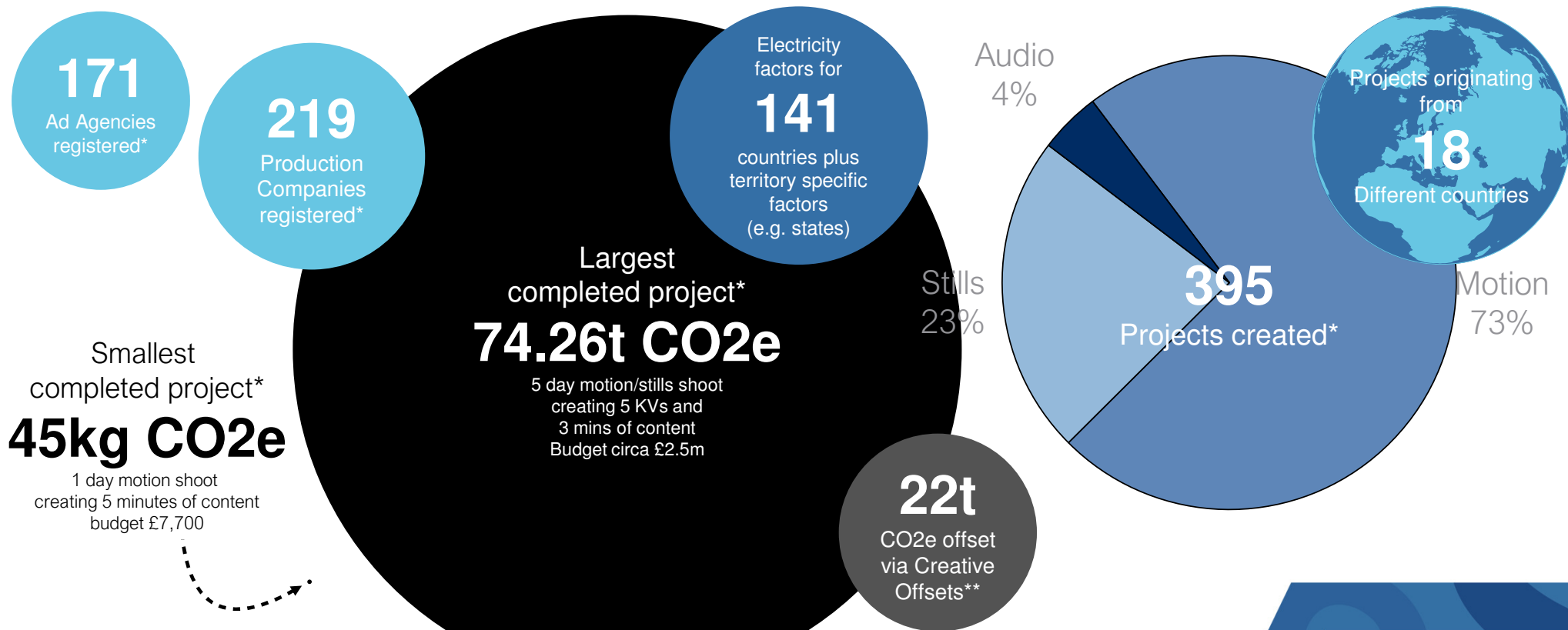
New for 2022: Certifications

weareadgreen.org



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where low impact counts

KEY STATS SINCE LAUNCH IN SEPTEMBER



weareadgreen.org

*As of 28th Feb

**As of 31st Dec 2021

Further insights will be available in our first annual report, due Autumn 2022

ADGREEN
where low impact counts

SUPPORT FOR USERS

- Webinars, plus recordings of recent events
- Short 'How To' videos
- Glossary of key terms
- FAQs - updated last week
- support@ inbox for anything else

Coming soon...

- Quick start guide
- Updated help text in the tool

weareadgreen.org



CERTIFICATION

Measuring doesn't necessarily mean reduction.
Certification can create:

- **Consensus**
- **Activation**
- **Accountability**
- **Celebration**
- **Acceleration**

Certification also enables organisations to celebrate their success, which can be public and/or industry facing - and inspires others to get started too.

weareadgreen.org



REGISTERED COLLECTORS

Accenture

KARMARAMA

Cheil Network



Havas



IPG

FCB INFERNO

GOLIN

McCANN
WORLDGROUP



Omnicom

adam
& eve

AMV
BBDO

TBWA

Chime Communications



Engine Groupe



Inside Ideas Group

OLIVER

Publicis Groupe



fallon

Le Bonnet

Prodigious

publicis.poke

SAATCHI & SAATCHI

Stagwell inc

Anomaly

WPP

GREY



Ogilvy

WUNDERMAN
THOMPSON

Independent advertising agencies

ACROSS
THE
POND



Bray Leino

M&CSAATCHI



tag.

Plus production companies working directly with brands. See [here](#) for full list.

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GLOBAL



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Sustainable Consumer Choices

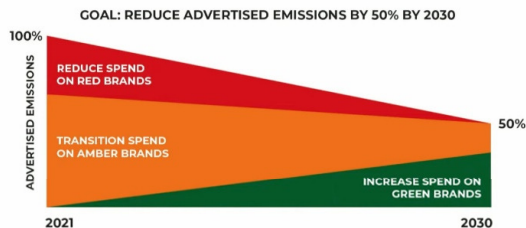


In 2019,
**Advertised
Emissions** from
UK advertising
were **more than**



It means advertising
is adding an **extra**
+28%
to the **annual carbon
footprint** of every
single person in UK

How to **reduce** Advertised Emissions?



GREENPEACE

“Ads for cars and flights could cause twice as much CO2 as Spain”

Ad Net Zero Action 5

**Harness the power of their
advertising to promote more
sustainable consumer choices
and behaviours**

***Industry-agreed methodology to
meet best practice in emissions
measurement - achievable, open
and transparent to external
scrutiny***



Origin

Origin Cross Media Measurement ISBA Priority update

Tracey Kitt, Project Lead

What is Origin?

Origin is an advertiser led initiative to deliver accountable digital and cross media measurement and is part of a global, advertiser led programme, backed by the World Federation of Advertisers

The aim is to drive benefit to consumers through a better experience of advertising and better value for advertisers through improved effectiveness and efficiency in the media marketplace

The initiative represents a step change in the nature of the global digital media market:

- 1. Unprecedented accountability across all major global digital platforms**
- 2. An innovative technical framework**
- 3. A new UK joint industry federation**

The UK is leading the work and will provide a blueprint for the global community with a prototype in 2021

A core community of brands and agencies have been part-funding the programme to date alongside platforms



The aim - to deliver the WFA 'North Star'



- Advertisers have set an ambitious set of needs
- They are complemented by advertiser supported industry requirements
- We have agreed priorities for 'day one': video and display, reach and frequency
- Outcomes to follow



Supported by ‘**Halo**’ a global open source partnership to create technical components common to local Proofs Of Concept

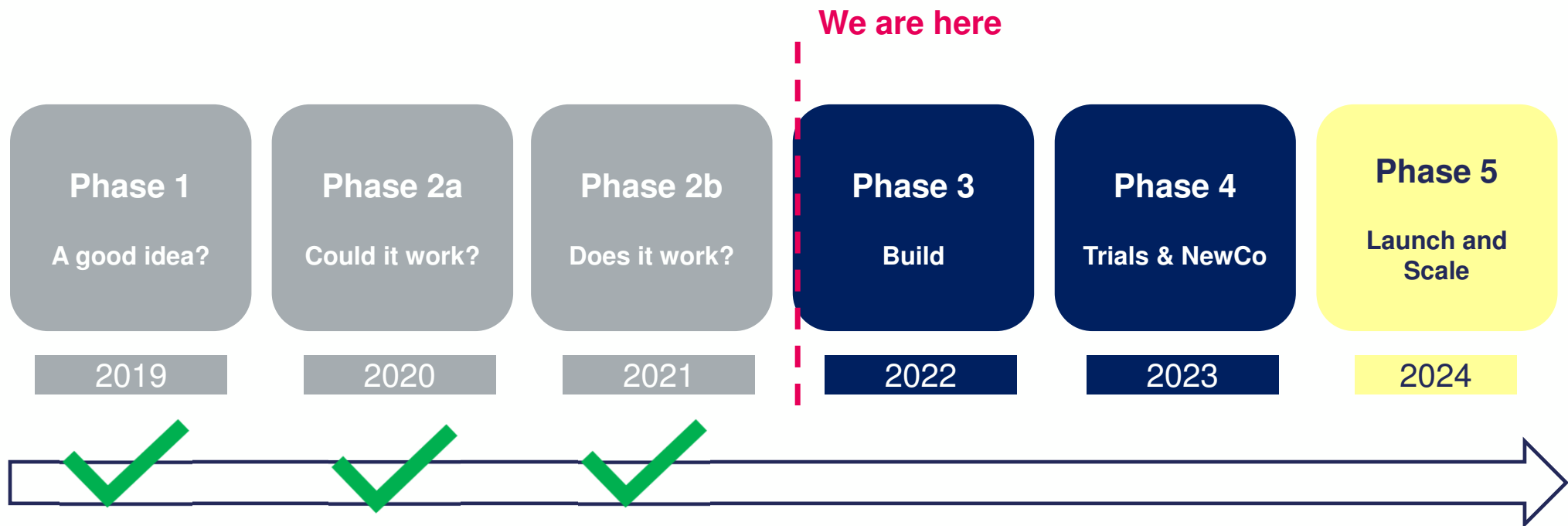


<https://wfanet.org/about-wfa/our-members/global-brands>

Local stakeholder Proof Of Concept / implementation programmes



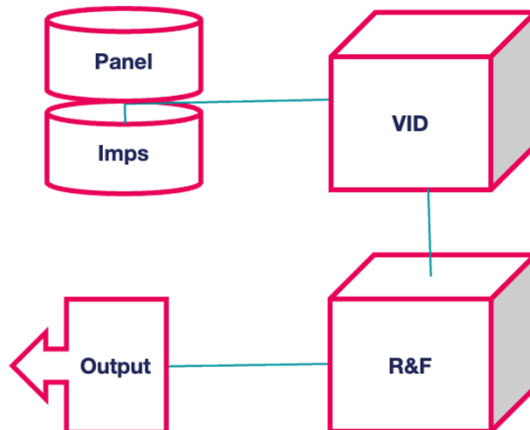
Origin – Path to Launch



‘Does it work’ proven throughout Phase 2b (2021):

1. End-to-End Test and VID POC

- Working prototype (with synthetic data from a handful of digital publishers and linear TV panel data) successfully tested the E2E plumbing and proved viability and scalability of the solution.
- RSMB testing on real campaign data showed that cross-media VID model preserved the cross-media reach and frequency relationships well, demonstrating a positive proof of the VID concept.



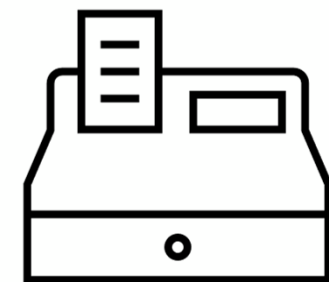
2. Planning for scale

- Infrastructure & resourcing needs
- Vendor selection; Kantar & Accenture
- BARB license secured for Phase 3
- Roadmap alignment with Halo



3. Funding model

- 5-year cost recovery (data and measurement services) P&L modelled
- Indicative rate card drafted
- Funding approach for Phase 3 agreed and outlook to launch drafted



Phase 2b (2021) deliverables – *Contd.*

4. Draft Policies



Measurement Policy:

Document outlining the approach to metrics & measurement standards

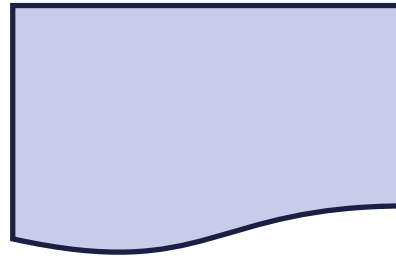
Data Reporting Policy:

Principles of data sharing, reference documentation for Origin products related to reporting & planning.
“Who can see what”

Privacy Policy:

Principles agreed based on the WFA framework

5. Input Data Audit Spec.



Audit Spec:

Recommended audit requirements and approaches to ensure accurate, fair and objective data collection and reporting of publisher/platform (advertising) video impression data within Origin.
References existing standards and requirements for filtration and verification.

6. Product Definitions



Product Requirements and outline GTM plans:

End user product requirements captured and accommodated within the outline specifications of two Reporting and two Planning products

Phase 2b (2021) deliverables – *Contd.*

7. Governance

- Governance aligned through a Heads of Terms, under final approval
- Membership :

Advertisers (40%)	Agencies (20%)	Media owners (40%)
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8. Phase 3 Funding Commitment

Buy Side: sight to 100% of funding ask

Sell Side:

- Sight to ~70% of original ask
- Budget constrained plan re-baselined in November to accommodate revised budget
- Funding agreements near complete



Moving from ‘*does it work*’ to ‘**Build**’ phase in 2022

1. Panel & VID Development

1. Deploy local technical infrastructure
2. Panel build out to **1k panelists**
3. Publisher data integrations
4. Build an **early iteration of the virtual ID (“VID”) model** including inputs from Panel data



2. Platform Engineering

1. Stand-up the **production environment**
2. Stakeholder integration and on-boarding
3. **Early Integration Test** of the system including the production of reach and frequency calculations validated with one or more advertisers' real data



3. Funding & Governance

1. **Long-term funding and governance commitments** (Member's agreement & policies) as per the Heads of Terms
2. **Company incorporation**
3. Measurement and User agreements
4. **Operating model transition to newco**
5. Future Product Strategy



Origin

Next steps

- Continue the great momentum with the advertiser and agency community. Looking to extend this beyond the scope of the current advisory group
- A consultation on an Advertiser levy to part fund the service is launching this month
- Developing a clear strategy for expanding our stakeholder base across industry
- ***‘Build it’:***
 - new single source panel to 1000 panellists by end of 2022
 - new cloud infrastructure and services to enable an early ETE integration test by the end of 2022 in collaboration with Halo, platforms and advertisers
- Global work on Halo’s common components is key – driving engagement in an open-source approach

An aerial photograph of a city street intersection, likely in New York City, showing a complex road layout with multiple lanes and a roundabout. A large, semi-transparent blue geometric shape, resembling a stylized 'Z' or a series of connected lines, is overlaid on the right side of the image. The shape has several rectangular cutouts and is oriented diagonally. The background is a faded, light-colored aerial view of the same area.

I S B A

Sarah Mansfield
VP Global Media, Unilever

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Public Affairs

- Our Role
- The Issues
- The Trends
- Get Involved



Rob Newman
Director of
Public Affairs

**One
Voice**

Public Affairs

SBA represents brand owners advertising in the UK, and the Public Affairs team acts as our voice to government and Parliament.

We work to:

- raise ISBA's profile and influence policy in Government, with opposition parties, in Whitehall and in Parliament,

Contact us

- The external face of ISBA to those who make the rules that govern our industry
- **Raise our profile and influence policy**
- Pursuit of trusted, responsible advertising environment
- **Demonstrate our collective commitment to positive outcomes for society**
- Give a single voice to advocacy for improvement of our industry

isba.org.uk/public-affairs



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The Issues



HFSS



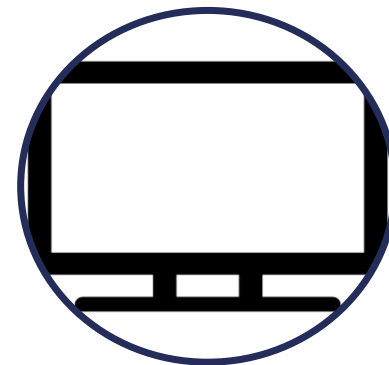
Sustainability



**Online
advertising**



Gambling



Channel 4

isba.org.uk/public-affairs



The Trends



Populism in Westminster driving intervention



Instability in government = instability in policymaking



Self- and co-regulation called into question



Social awareness driving brand scrutiny



The battle to restore trust

GET INVOLVED

Receive our Public Affairs Updates

Join our Strategic Policy Action Group

Support ISBA initiatives – like our Influencer Marketing Code of Conduct

Back industry moves: Ad Net Zero and AdGreen

Be a part of our political events

Keep up to date at our website

isba.org.uk/public-affairs



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Q&A

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