

The background of the slide features a dark, atmospheric photograph of the Big Ben clock tower and the Houses of Parliament in London at night. The scene is partially obscured by a large, diagonal, semi-transparent magenta shape that cuts across the right side of the image. The ISBA logo is positioned in the top left corner, consisting of the letters 'I S B A' in a white, bold, sans-serif font, each letter contained within its own white square, which are all enclosed within a larger white rectangular border.

I S B A

# 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 5x a year with the last meeting (planning for the following year) being face to face in November
- If you would like to find out more then please get in touch with [ClaudiaK@isba.org.uk](mailto:ClaudiaK@isba.org.uk)





# ISBA Groups

Media Focused Groups

Government and Regulation Focused Groups

Special Interest Groups



One  
Voice

# “Testimonials

**“Being part of the ISBA Insight & Effectiveness group is an invaluable part of keeping up to date with the latest thinking. It has enabled us as a business to make a step change in how we evaluate our marketing performance.”**

**IAIN STANFIELD, INSIGHT LEAD, SPECSAVERS (CO-CHAIR)**

**“I have found my time on the Media Leaders Group to be hugely valuable to me personally and professionally. It’s a great place to debate the latest industry developments, get inspiration to take back to the office and meet some respected industry.”**

**STUART MCDONALD**, HEAD OF MARKETING PLANNING, PERFORMANCE & ANALYSIS, AVIVA

**“ISBA has been a vital part of MSMs effectiveness journey. It’s not just the great team at ISBA, but the also the passionate and helpful members, all focused on driving ever better marketing results, all focused on helping each other learn, we challenge, we support, we grow, and all contribute regardless of where each brand is on their marketing effectiveness journey.”**

**JONATHAN WOOD**, HEAD OF STRATEGY & INSIGHT, [MONEYSUPERMARKET.COM](https://moneysupermarket.com)

**“As a long-standing participant of some of the ISBA steering groups, I have always tremendously valued the opportunity to raise, discuss and address with peers, the common challenges facing UK advertisers.”**

**NEIL HARRISON**, HEAD OF MEDIA, VIRGIN MEDIA O2

**“The ISBA Data & Ethics steering group provides an invaluable space for us to come together, debate the ethical principles of privacy, transparency, awareness, and consent and collectively identify how to drive real life actions within our respective businesses.”**

**RADHA GOHIL, DATA ETHICS & DIGITAL STANDARDS LEAD (CHAIR), SHELL INTERNATIONAL**

**“Being part of the Media Leaders group means that, beyond your colleagues and agencies, you have a network of media professionals who will likely be grappling with a similar set of challenges and opportunities. As well as a forum to have your say, it’s a great way to learn from others.”**

**JOANNA WILLIAMS, HEAD OF MEDIA, SAMSUNG**

# TV & Video

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

This group, made of up of senior 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.

## 2023 Priorities

- Measurement
- CTV transparency
- Regulation and policy
- Trading evolution
- Sustainability

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



Chair: **Sam Taylor**  
Interim Marketing Director  
Direct Line Group



Deputy chair: **Sam Hunt**  
Media Lead  
Lloyds Banking Group

# Media Leaders

This group is made up of experienced media practitioners championing 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.

## 2023 Priorities

- Measurement (Origin)
- Responsible Media
- Evolution of landscape: Retail Media/ OOH/ CTV/ Agency process
- Creative/ production optimisation

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



Co-chair: **Lisa Walker**  
Head of Media & Sponsorship  
Vodafone



Co-chair: **Stuart McDonald**  
Head of Planning, Performance & Analysis  
Aviva

# Insight & Effectiveness

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 senior marketers with an interest in media effectiveness and keen to work with other members to develop best practice.**

## 2023 Priorities

- Briefing for Effectiveness
- Measurement triangulation
- Models of working
- Sustainable decision making

Further reading: [Marketing effectiveness](#)



Co-chair: **Carl Bratton**  
Head of Marketing Effectiveness  
Direct Line Group



Co-chair: **Iain Stanfield**  
Insight Lead  
Specsavers



# Performance & Programmatic

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 senior marketers who are specialists in performance and programmatic marketing.**

## 2023 Priorities

- Measurement
- Transparency across programmatic sustainability
- Post-cookie tech
- Media owner support
- Scaling creative

Further reading: [Programmatic advertising](#)



Co-chair: **Emily Latham**  
Head of Digital Marketing & Martech  
Channel 4



Co-chair: **Sam McDonald**  
Digital Marketing Manager  
The Open University

# Data & Ethics

This group works to help members navigate regulation and legislation relating to data and privacy, while developing advertisers' shared understanding of digital data ethics and the need for cross-industry adoption of ethical standards.

Overall the group seeks to understand the digital ecosystem and data's core role in the marketing and advertising, recognising the tensions between the parties involved, sharing a collective interest in solving industry-wide challenges.

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

## 2023 Priorities

- A digital data ethics approach for advertisers post-cookie tech and identity
- Language and phrasing
- Regulation/ Legislation: Updates and positioning
- Consumer understanding

Further reading: [Data & Ethics](#)



Chair: **Radha Gohil**  
Data Ethics & Digital Standards Lead  
Shell International



# Strategic Policy Action Group

ISBA's Strategic Policy Action Group provides our members with a public affairs and corporate communications forum for cross-cutting conversations with influential figures, commentators and politicians. The Group is open to ISBA members across disciplines and sectors who are striving to meet – and shape – the political and reputational issues confronting advertising and marketing in the UK.

This is a forum with not only a focus on public policy, but which also takes a wider view on trends in our industry and strategic challenges.

**The Group would be useful to any ISBA members who have an interest in political, legislative, and regulatory developments.**

Further reading: [Public Affairs](#)

# Food & Drink Working Party

This group has been at the forefront of the debate on some of the most controversial changes proposed by government in recent years – and will continue to be a major focus for ISBA in the months ahead.

As Ministers sought to ban ads for food and drink products high in fat, sugar or salt (HFSS), this group became the key industry forum for advertisers to align on their response, and to support ISBA's engagement activity. Its members helped to secure amendments to the legislation, as well as a crucial delay in the implementation of the HFSS restrictions.

The group's attention is now focused on the details of how the new law will work, and be interpreted – as well as on the industry's long-term approach to food education and physical activity. It is also looking at issues such as the Scottish Government's proposed changes to alcohol marketing.

**This group will be useful to any ISBA members who are food and drink product manufacturers, with responsibility for marketing campaigns and/or public affairs activity.**

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We've found ISBA's support and leadership essential in our engagement with the UK Government on policy questions around the advertising of HFSS food, and the future of food marketing more broadly. In a complex and sometimes fraught debate, ISBA's consistent, clear, evidence-based arguments have been the rallying point for food advertisers – engaging constructively and effectively, whilst faithfully representing its members' views.”

**THOMAS NEWHAM, SENIOR PUBLIC AFFAIRS MANAGER, KFC**

# Future Operating Models

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.

**This group is of interest to all levels with an interest in the in-housing journey.**

Further reading: [In-housing](#)



# Inclusion Network

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

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.

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

## 2023 Priorities

- Expand the 'Representation in Advertising' tracker
- More focus on inclusive media strategy, planning and buying
- Drive meaningful audio description in advertising (only 1% of ads are audio described whilst there are approx. 2 million in the UK living with sight impairment)
- Understand and enhance the role that procurement plays in the DE&I journey

Further reading: [Diversity & Inclusion](#)



Chair: **Kerry Chilvers**  
Customer & Marketing Director, General Insurance  
Aviva

# Influencer Marketing

This group works to engage with, understand, and harness the phenomenon that is influencer marketing – a still-evolving aspect of advertising that brings challenges and opportunities.

We engage with regulators to discuss the latest requirements on ad disclosure, with influencers themselves, and with those who are building new ways of measuring reach and demonstrating ROI, to help our members stay ahead of developments.

Over the past 18 months, the group has led the industry with the publication of a Code of Conduct for brands, talent agencies and influencers – ensuring regulatory compliance, backing greater diversity, 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

# 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 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: [Marketing Procurement](#); [Agency Management](#)



# Sustainability Forum

This group works to understand the questions, concerns and barriers that ISBA members face in moving their advertising operations toward net zero. The outputs from this group will help to inform ISBA's position on issues of environmental sustainability and climate change, and creates a forum for feedback between ISBA members and wider industry initiatives, including those led by [Ad Net Zero](#) and the World Federation of Advertisers (WFA).

ISBA is a signatory of the [United Nations Race to Zero campaign](#), which include a commitment to halve emissions by 2030, and achieve net zero by 2050. ISBA has also signed the WFA [Planet Pledge](#), a global commitment to make marketing teams a force for positive change both internally and with the consumers who buy their products and services. The Pledge seeks to find a clear role for marketing as a positive force for environmental change.

**This group would be of interest to ISBA members across sectors and disciplines, who have an interest in issues of climate change, environmental sustainability and net zero, and are seeking practical measures to deliver industry action.**

Further reading: [Planet Pledge](#); [AD NET ZERO](#)

Contact: [Stuartm@isba.org.uk](mailto:Stuartm@isba.org.uk)

# 2023 Dates

Month	Media Leaders	TV & Video	Insight & Effectiveness	Performance & Programmatic	Data & Ethics	Marketing Procurement	Inclusion Network	Strategic Policy (ad hoc basis)	Future Operating Models	Influencer Marketing
Jan										
Feb										
March										
April										
May										
June										
July										
Aug										
Sep										
Oct										
Nov										
Dec										