

I S B A

ISBA Priorities 2023

Progress Update
4 October 2023

**One
Voice**

I S B A

Phil Smith
Director General

PhilS@isba.org.uk

**One
Voice**

Housekeeping

- Please remain on **mute** when not speaking
- Do place **questions** in the chat
- The session is being **recorded**
- We will send the recording for **watch-back** and sharing
- Please **identify** yourself if asked
- For more **information** visit www.isba.org.uk
- Members can sign in to access the **member area** and member content

Compliance Statement

ISBA's purpose is to represent its members and to protect the freedom to advertise responsibly. It is ISBA policy to avoid any anti-competitive activity either by its members or by others.

The guiding principle for ISBA meetings and activities is that whatever action or policy is discussed it is up to each member individually to take its own advice and to decide what steps it will take in any trading relationships. ISBA may facilitate discussion between members on matters of common interest but ISBA will never do more than assist members. Discussions between members within ISBA will never amount to collective decisions.

Any data supplied to ISBA by members for benchmarking exercises will be retained on a confidential basis and will never be disclosed to other members except in any anonymised form where individual companies cannot be identified.

ISBA meetings will only be held on the basis of agendas prepared in advance, and recorded by minutes prepared shortly afterwards. Members should only use these minutes and should not make their own records of meetings.

There will be no discussion at meetings (or before or after meetings) of confidential commercially-sensitive information, including especially information as to prices, advertising rates, discounts or terms of trade. The chairperson will halt any discussion that strays into these areas.

The logo consists of a dark blue speech bubble with a tail pointing towards the bottom-left. Inside the bubble, the words "One Voice" are written in a white, bold, sans-serif font, stacked vertically.

One
Voice

Agenda

Topic	Speaker
Overview	Phil Smith, Director General
Accountable cross-media measurement: Origin	Tom George, CEO, Origin
Sustainability: ISBA agenda	Phil Smith, Director General Stuart Macnaughtan, Head of Public Affairs & Sustainability
Public Affairs update	Rob Newman, Director of Public Affairs
Actionable learning	Jane Pinn, Director of Membership
Questions	



Environment



Geopolitical instability



Economic uncertainty



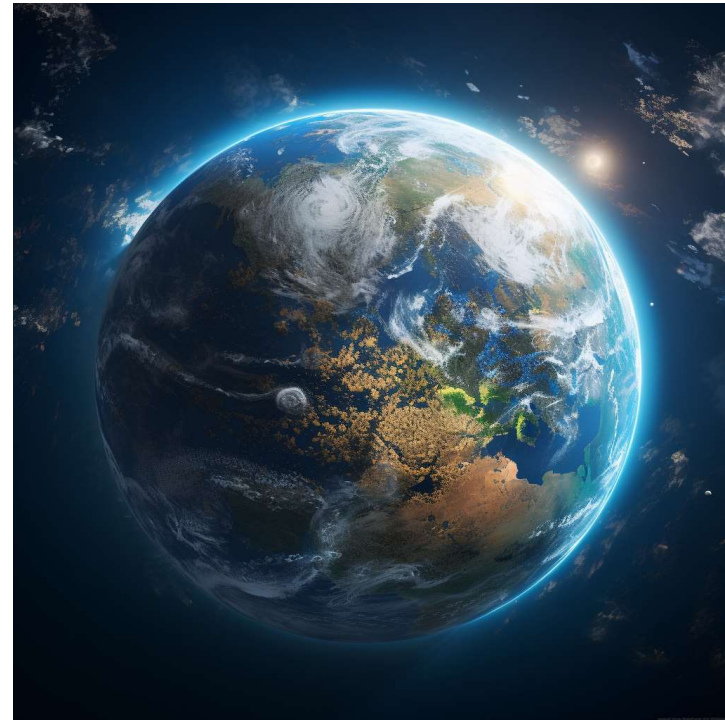
Climate emergency



Technological revolution



Regulatory divergence



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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



Principles



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



An inclusive and sustainable advertising environment that delivers positive societal and economic impact



Thought leadership and actionable learning, advice and guidance



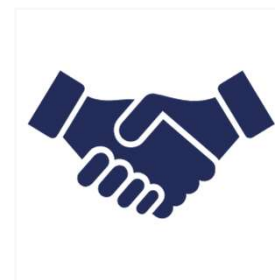
Media, Agency & Supply Chain Relationships



Origin cross-media measurement



Programmatic supply chains



Transparent advertiser contracts



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Societal & Economic Impact



Political Strategy

Age Assurance

Talent



Actionable Learning, Advice & Guidance



Maintain high member engagement



Build procurement community





Origin

originmediameasurement.com

Origin Update:

Tom George

CEO

Origin

Origin is an advertiser-led cross media measurement solution built for - and by - the UK media industry

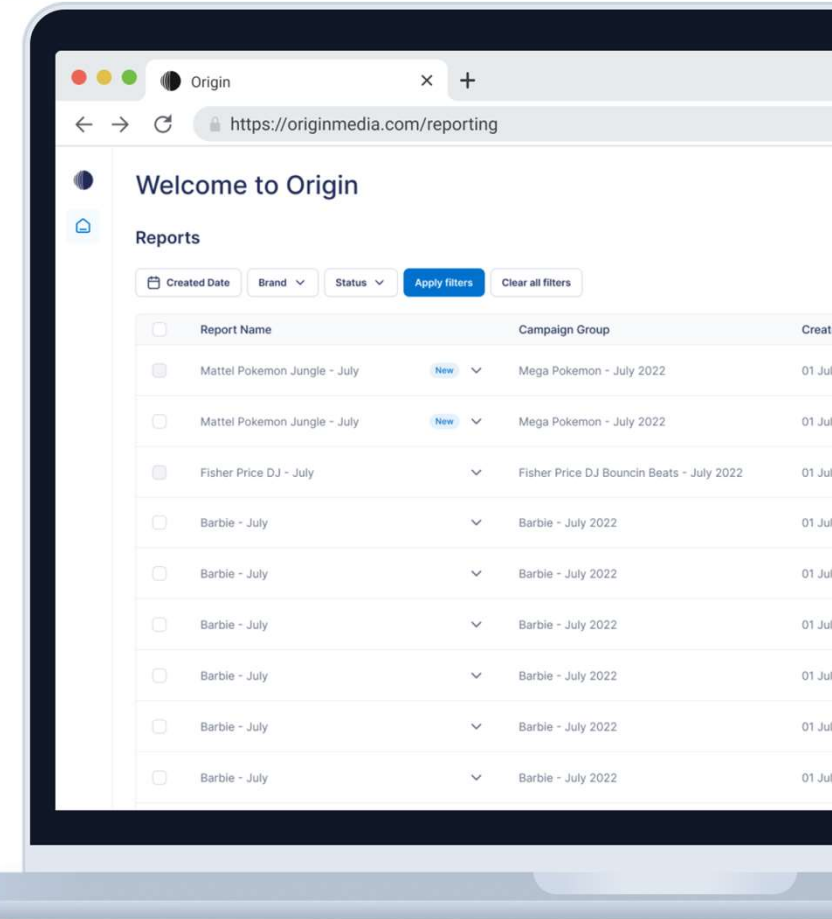



Measures campaign delivery across a range of media channels, platforms & publishers

- Deduplicated, unique and incremental reach & frequency
- End-user specifies audience, duration & viewability

An independently-audited solution that presents end-user-specified metrics across all elements of campaigns

Provides a consistent source of truth in an ever-fragmenting ecosystem obscured by walled gardens



 **Reduced Ad bombardment**

 **Greater Campaign Effectiveness**

 **Increased Efficiency**

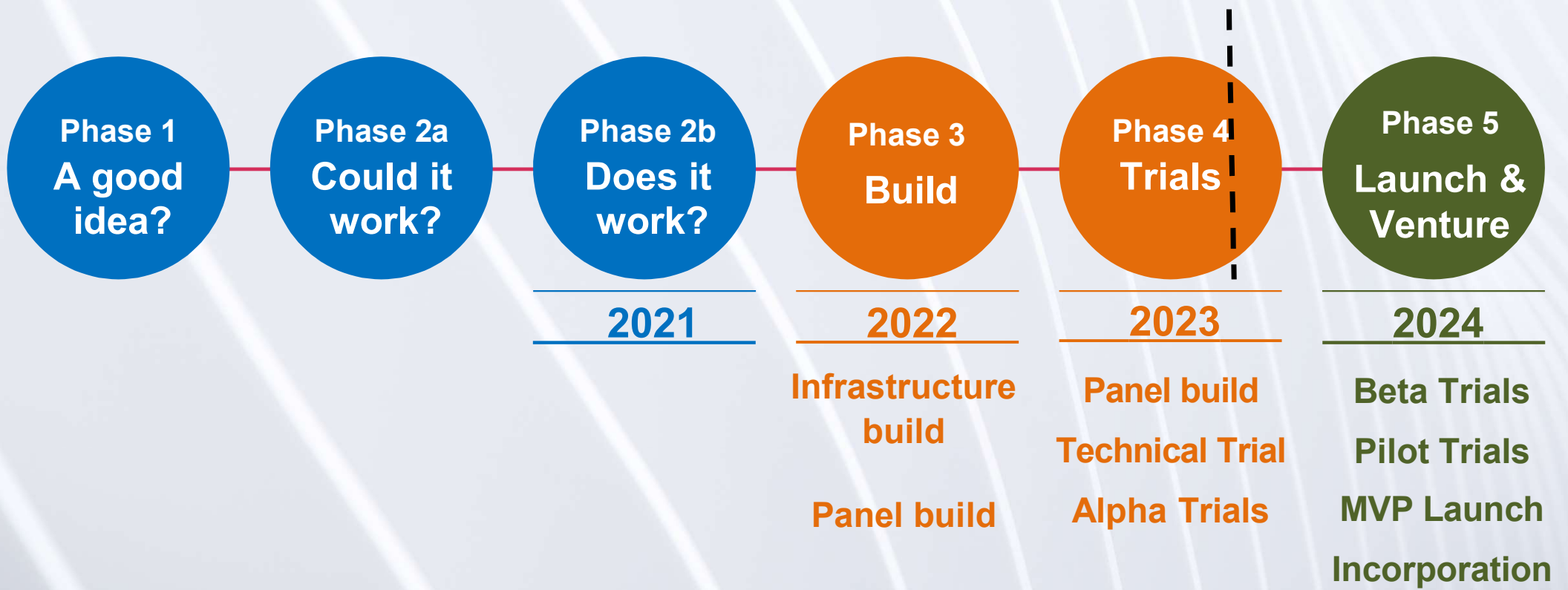
Who? ~50 funding stakeholders contributing £34m thus far & collaborating on service design



Timetable



Origin



The programme has made significant progress in 2023



Panel now has ~1,000 HHs recruited



The Origin infrastructure build remains on track



Fractional Advertiser Contribution collection has commenced a year ahead of market launch



Great PR momentum on Phase 4 announcement (including FT)
- Phase 4 launch announced 29/06



New advertisers brought into the venture (more to follow)



Discussions with new sell-side stakeholders well underway



Alpha trials underway and delivering rich insights

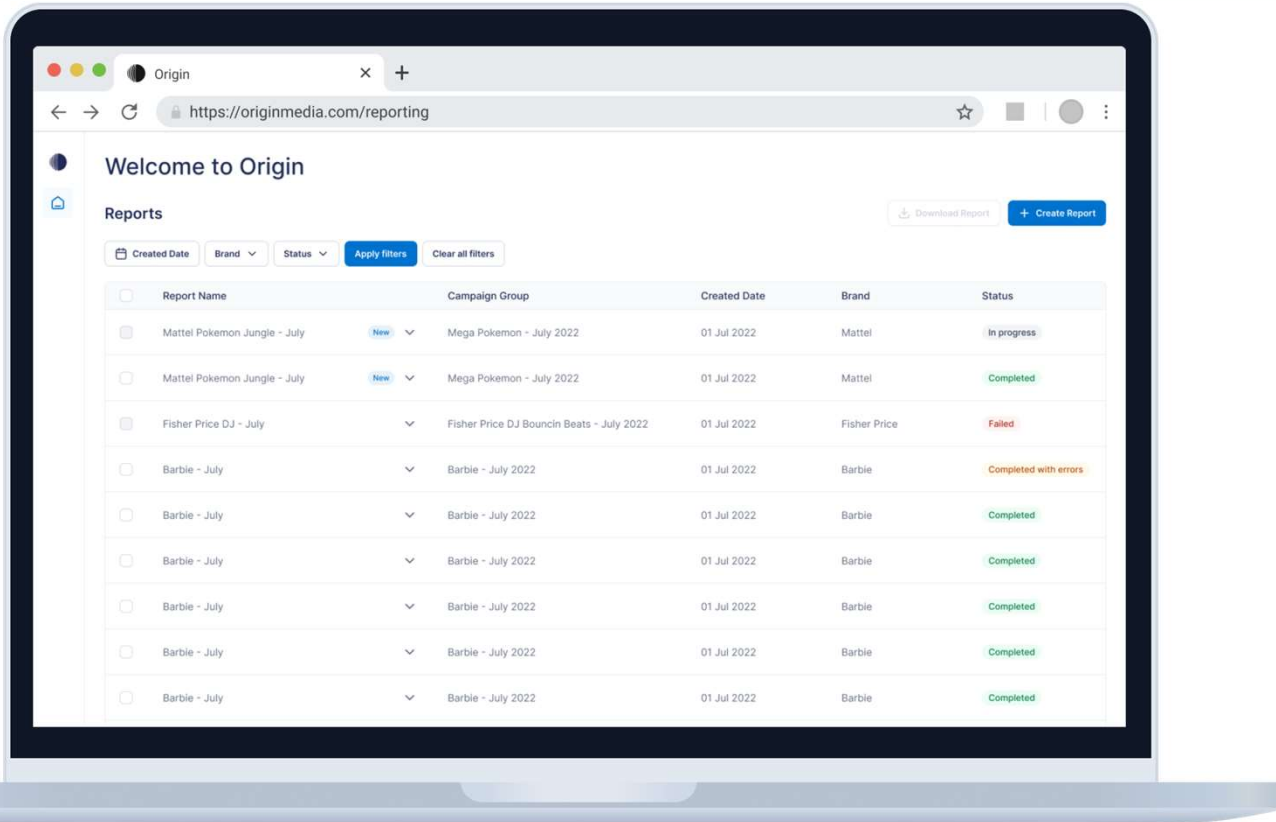


Beta product features development is progressing well

KANTAR
the origin panel



Alpha trials underway with 5 advertisers and their agencies



essence**mediacom**

L'ORÉAL

essence**mediacom**



MINDSHARE

Feedback from alpha trialists brings the benefits of the service to life



“All of media planning would use Origin, day-in, day-out. But there might also be an interesting new set of users who would never usually use tools like this. For example, social planners to understand what the crossover between Twitter, Snapchat and Instagram looks like?”

Head of Media Planning, Agency

“Overall, we want to be able to understand the interaction of all our media so that we can optimise the end goal, but there needs to be a way to include the nuance and combination of different formats.”

Head of AV, Advertiser

“Origin can pull everything together and produce an output that doesn’t polarise different people. So you can come from a TV perspective, and equally from a digital perspective.”

Business Director, Agency

“The biggest opportunity is being able to tell clients where their audiences actually are, and how we can provide the most cost-efficient reach for that audience. It’s hopefully going to allow us to be more innovative as well.”

Digital Ops Lead, Agency

Beta Trial – First access to real campaign data for early adopters



When

Jan-Jun 2024

Who

35+ Advertisers + agencies
Linear TV (min)
YouTube, Meta, & Amazon (min)

Scope

Real campaign data!
Expanded feature set, e.g. Demographics
Incrementality reporting,
Email notifications, etc.

Process

Initial onboarding starts October '23
Induction in waves

Why join?

Access to live campaign data up to 12 months
ahead of the market
Feed into future product scope



Supporting media neutral planning

**MVP
Reporting**

**Core
Reporting**

**Premium
Reporting**

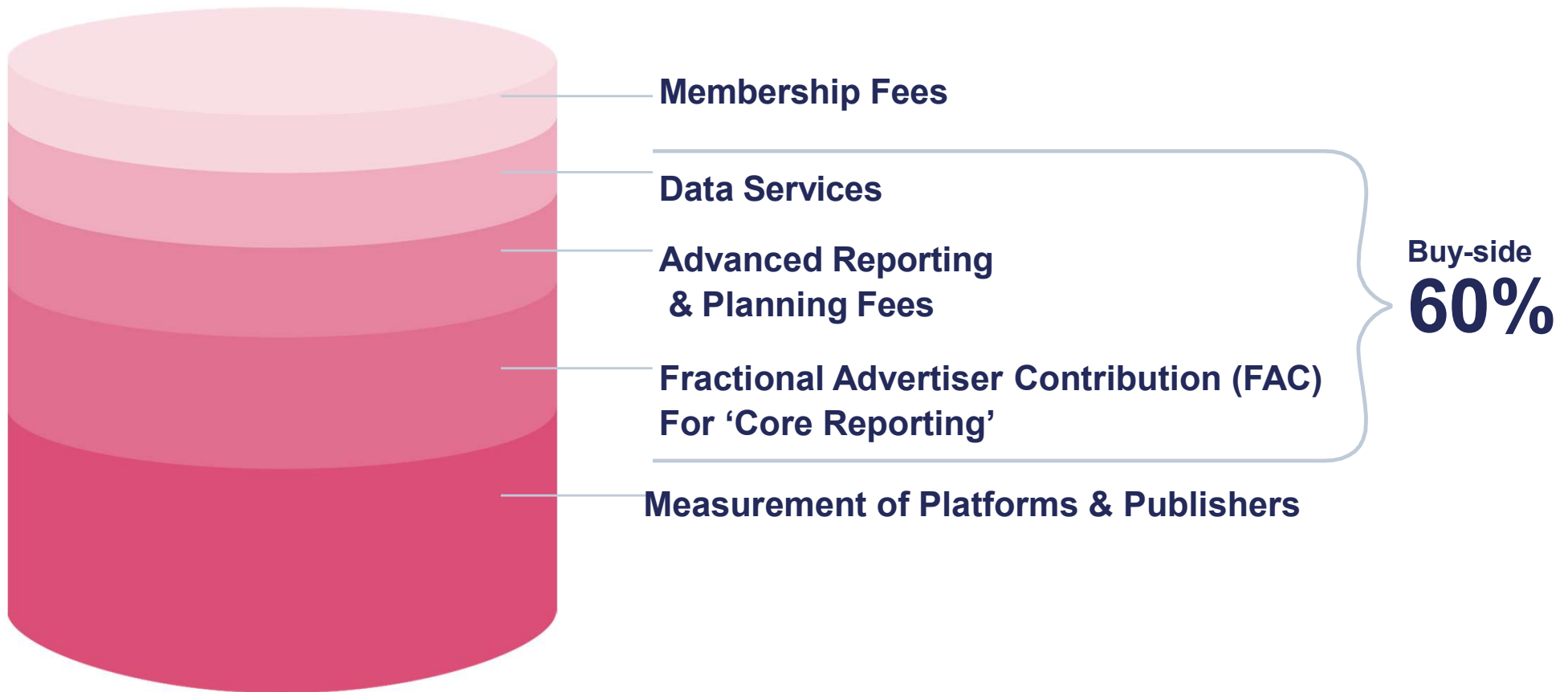
**Counter-
factual
Planning**

Tactical Planning

Campaign Planning

Outcomes

In-life commercial model under review



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Sustainability: ISBA Agenda

Phil Smith
Director General

Stuart Macnaughtan
Head of Public Affairs
& Sustainability

StuartM@isba.org.uk

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ISBA



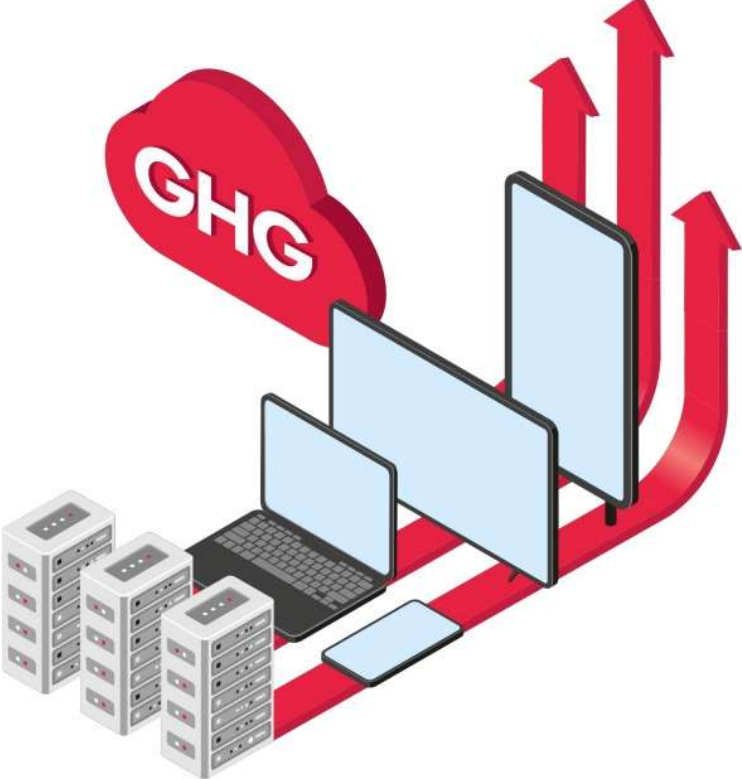
ADGREEN





GARM Sustainability

Action Guide to Reduce Media
Greenhouse Gas Emissions



In collaboration with
AD NET ZERO
ALL FOR NONE

June 2023





Advertising-driven
carbon consumption
August 2023



ISBA

ISBA Sustainability Forum

- Understand the questions and barriers that ISBA members face in moving their advertising operations toward net zero
- Help inform ISBA's position on issues of environmental sustainability and climate change
- A forum for feedback between ISBA members and wider industry initiatives

AD NET ZERO 
ALL FOR NONE

 WFA World Federation
of Advertisers

ASA 

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ISBA

Public Affairs

Rob Newman

Director of Public Affairs

RobN@isba.org.uk

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The Landscape



General Election on the horizon



Parties finalising policies



Ever-sharper dividing lines



Tech changing everything



Britain's global future?



“To lead the industry in creating an inclusive and sustainable advertising environment that delivers positive and social economic impact.”

Political Strategy

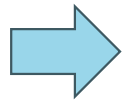
- ➔ Elevate the **brand voice** in debates where our industry’s voice is crucial
- ➔ Broaden **stakeholder base** across parties in advance of contested Parliament
- ➔ **Work in partnership** with think tanks and opinion formers
- ➔ **Add value for ISBA members** by using our networks and providing high-level insight

isba.org.uk/public-affairs

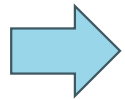


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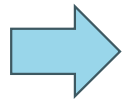
Our Priorities



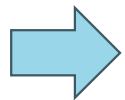
Support passage of the **Online Safety Bill**



Support introduction of the **Digital Markets Bill**



Respond to consultation on **new rules on Less Healthy Food and drink**



Shape government thinking on **future of self- and co-regulation**

 GOV.UK

[Home](#)

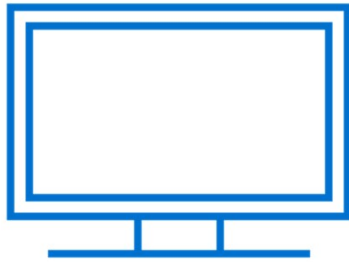
Online Advertising Taskforce

The Online Advertising Taskforce brings together representatives from government and the online advertising sector to work in collaboration to address illegal harms and the protection of children in relation to online advertising.

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Our Advocacy



Channel 4 Privatisation



Ad Minutage



Our Voice: HFSS/LHF



Engaging in legislation to secure goals set by ISBA members in our Food & Drink Working Group



Forthright advocacy to government of business realities, securing delay to business-critical changes



Working in regulatory discussion groups to ensure the brand voice is heard and concerns reflected



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Delivering Actionable Learning

Delivering Actionable Learning

- Media Foundation Certificate
- Our plans for 2024

Jane Pinn
Director of Membership

JaneP@isba.org.uk

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Complex media
landscape

Accelerating change

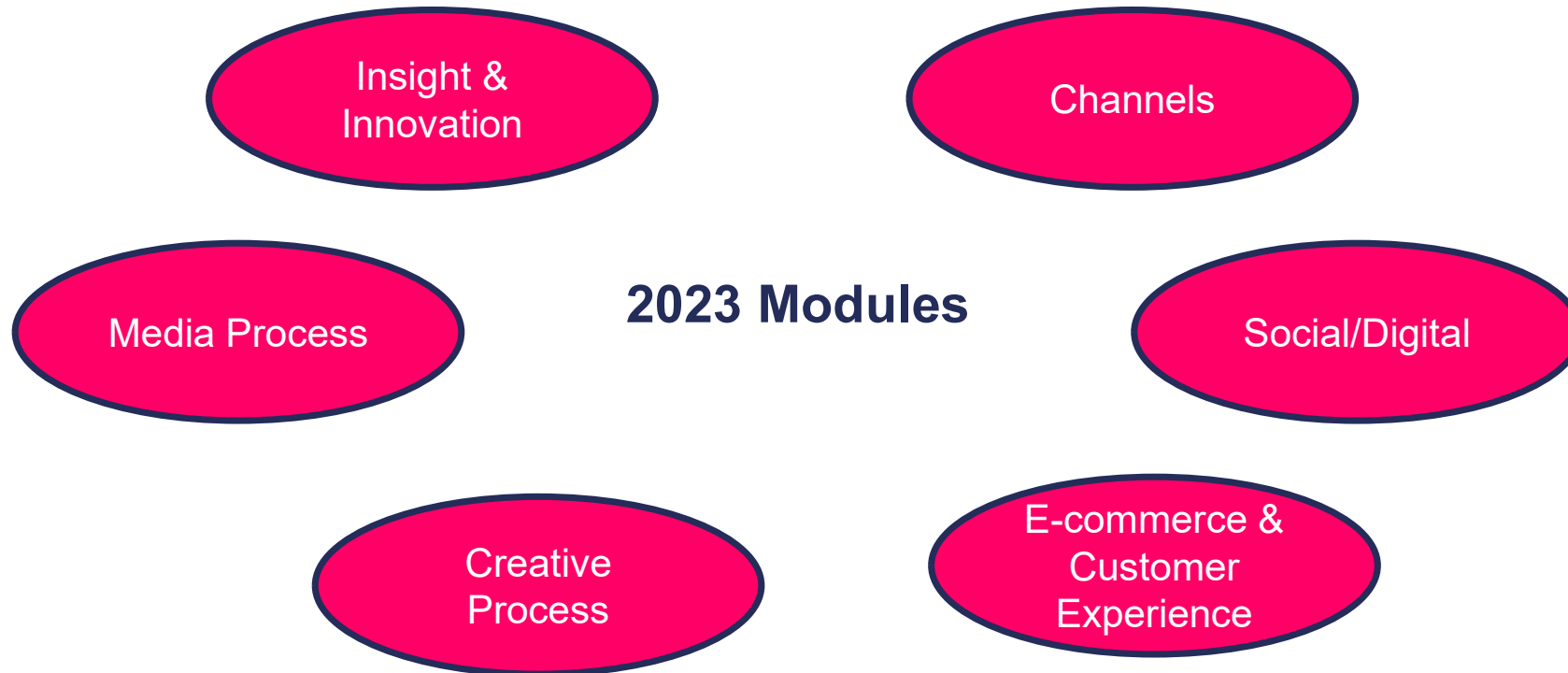
More media choice

More technical skills
required

Imperatives for marketers:

- Rounded media knowledge
- Agency briefing and leadership skills
- Grasp of media and marketing planning
- Appreciation of value of each medium

Massive gap in skills development for advertisers to empower them to navigate conflicting interests and exert strong leadership in media planning and execution





Associated
British Foods
plc

ASDA



CAMELOT



Dreams

easyJet

ebay



giffgaff



MACMILLAN
CANCER SUPPORT

M&S
EST. 1884



Nomad Foods



Paysafe:

PENDRAGON

Phoenix



SAMSUNG

Sainsbury's
Argos

Saputo



sky



TalkTalk

SONY



VISA

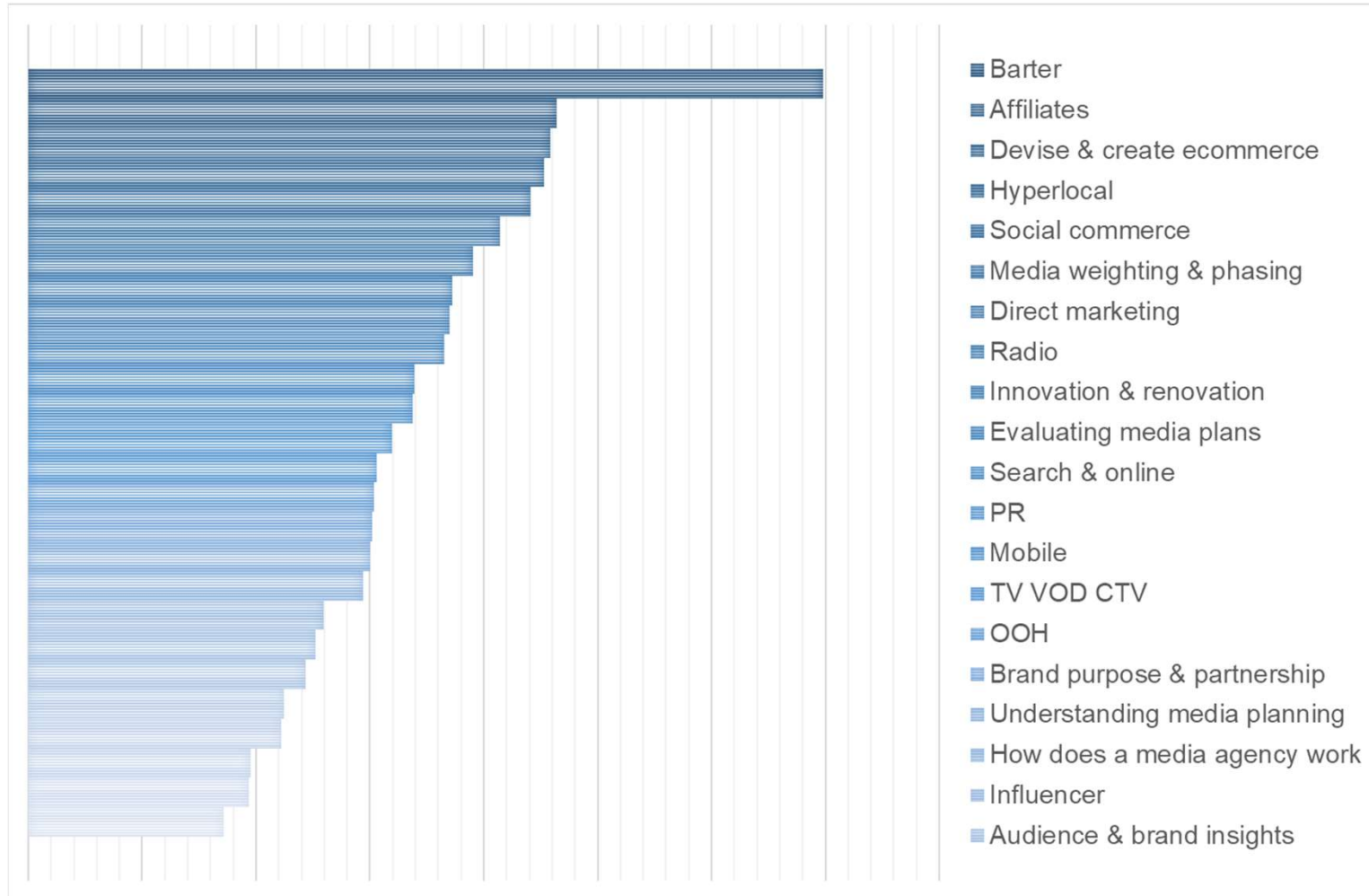


Vitality

VIACOM



Knowledge gains from all subjects





ISBA Media Foundation Certificate
 CPD accredited programme exclusively for ISBA members, to improve knowledge across the industry
 Advertising Services - London · 24 followers

Isabel Caraballo · 2nd
 Media Marketing Manager @Barclays. Multilingual: English...
 3mo · Edited ·

Laudia King Thank you for the amazing session and course materials, the honour of having Pete Davis as the course leader and for the opportunity to meet great media professionals! [#media](#) [#advertising](#) [#isba](#)

Rhea Clarkson · 2nd
 eCommerce Customer Manager at Heineken
 1mo ·

Great and valuable course! Thank you to ISBA for an insightful training course

Lisa Boyles MA BA · 2nd
 Go To Market and Media Lead at giffgaff (Virgin Media O2)
 3mo ·

I thoroughly enjoyed working through the brand new **ISBA** Media Foundations Certification (CPD Accredited) over the last few months, all culminating in a practical this afternoon. One of just 16 folk to have finished this new course so far.

Alex Martial · 3rd+
 Brand Marketing @ eBay
 1h ·

[+ Follow](#)

Pleased to have been awarded my **ISBA** Media Foundation certification this week, after completing the course with a fun but challenging final practical session at ISBA HQ on Tuesday.

Thank you **Toby Foy** and **eBay UK** for putting me forward and giving me the opportunity to strengthen my marketing and media capabilities, whilst learning about the latest trends and changes impacting the industry

[#advertising](#) [#brandmarketing](#) [#personaldevelopment](#) [#cpd](#)

Laura Presly · 3rd+
 Brand & Marketing at Royal London
 1mo ·

[+ Follow](#)

I'm pleased to announce the completion of my first of many Marketing qualifications.

Really great day spent in London with a fantastic team of people!



Plans for 2024

Refreshed Programme of 101 Knowledge Sessions

- Available to all members, live or on-demand

Media Foundation Certificate – Cycle 3 (commencement April 2024)

- Nominations open January

Launch of CPD Media Excellence Programme (planned launch April 2024)

- Laying the groundwork for understanding AI with real-world examples and industry success stories
- Best practice & industry principles for the use of generative AI in creative advertising
- Delving into the challenges and pitfalls of AI, promoting a realistic understanding and preparation for AI integration
- Providing practical AI tools and examples, empowering participants with actionable insights to immediately leverage AI in their marketing efforts.

Media Excellence Programme

Developed with Aperto Partnership & ISBA's Media Leaders Group

Aimed at media professionals seeking to achieve accreditation and continue their personal development

Sessions will be led by experienced media professionals

Practical, face to face learning. Structured to encourage networking, sharing insight & best practice

Managing &
leading agency
relationships

Excellence in
media planning

Managing the
briefing process

Best practice in
measurement &
effectiveness

Best practice in
media
sustainability

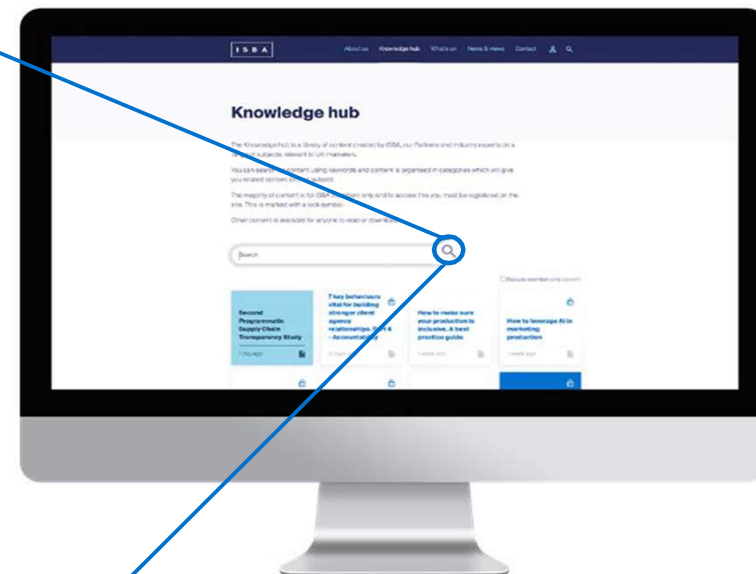
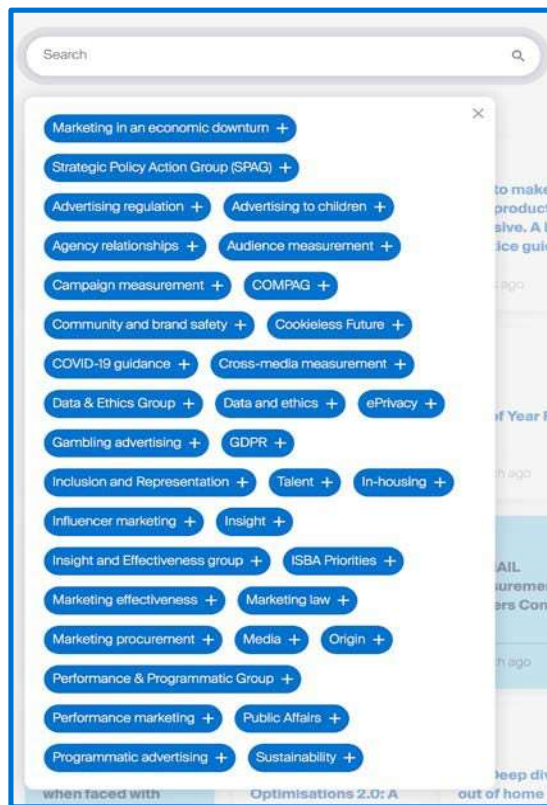
Leadership in
brand safety &
suitability

>200 pieces of content

Driven by ISBA group workstreams:

- Marketing Procurement
- Media Leaders
- Insight & Effectiveness
- Data & ethics
- TV & Video
- Performance & programmatic
- Influencer Marketing
- Inclusion Network

Working with ISBA partners



ISBA

ISBA Partners

Alchemists

aprais

//CRC | CLAIRE
RANDALL
CONSULTING



e-WORDS

ebiquity

Ekimetrics.

ENTROPY

Financial
Progression 
Marketing Contract Compliance



ingenuity



LEAD

media
.monks


MediaSense®


pwc

TPA • DIGITAL

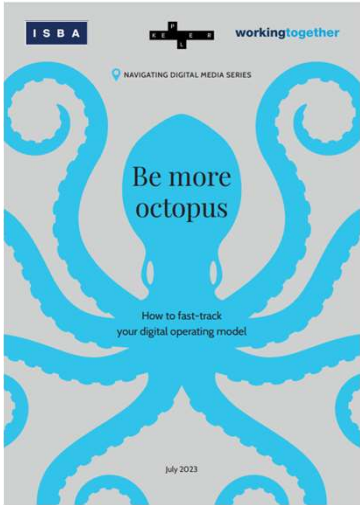
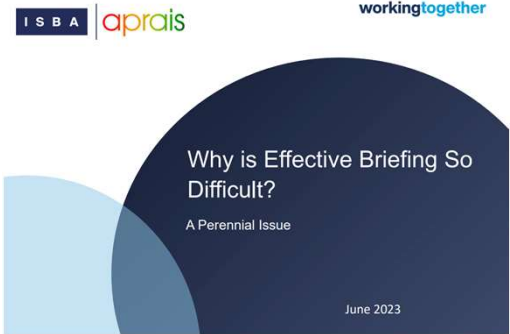
tag.

THE APERTO
PARTNERSHIP

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Recently published



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Questions?

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