

I S B A

Phil Smith

Director General, ISBA



**One
Voice**

AGENDA

Highlights of ISBA's work in 2023

Phil Smith, **ISBA**

How ISBA will be working for members in 2024

How will Origin benefit marketers?

Tom George, **Origin**
Bhav Balvantrai, **OMG**
Martin Lawson, **Origin**

The impact of the General Election on advertising and marketing

Rob Newman, **ISBA**

Why retail media is becoming an increasingly important media channel

Isobel Trew, **Boots Media Group**
Mark Thompson, **MESH Experience**
Clare O'Brien, **ISBA**

How Diageo is working to make advertising more accessible to all

Eileen Hanna, **Diageo**
Bobi Carley, **ISBA**

Q&A

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December 2023: ISBA Member Pulse Survey

YOUR BUSINESS PRIORITIES IN 2024

Which one of these if any, is the top marketing priority for your business in 2024?





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 give a single voice to **advocacy** for the improvement of the industry

The ISBA logo consists of the letters 'I', 'S', 'B', and 'A' in a bold, white, sans-serif font, arranged horizontally and enclosed within a white rectangular border.

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

The 'One Voice' logo features the words 'One' and 'Voice' stacked vertically in a white, sans-serif font, contained within a white speech bubble shape with a tail pointing towards the bottom right.

The logo for ISBA, consisting of the letters 'I', 'S', 'B', and 'A' in a bold, white, sans-serif font, each letter separated by a small space, all contained within a white rectangular border.

ISBA will:

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

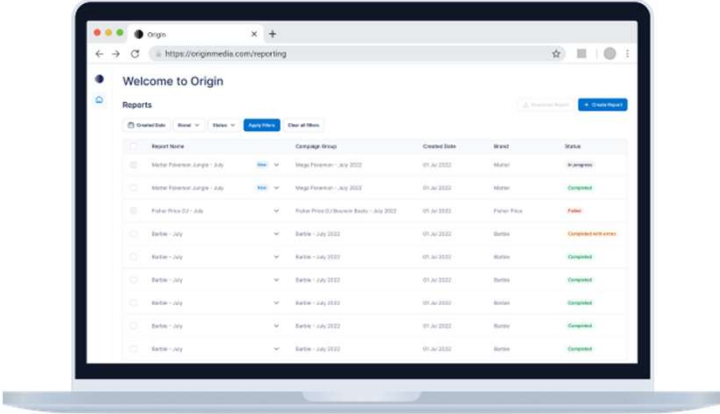
The 'One Voice' logo, featuring the words 'One Voice' in a white, sans-serif font, stacked vertically, inside a white speech bubble shape with a tail pointing towards the bottom right.

2023 Highlights



Origin

- Alpha Trials
- Panel Build
- Data Provider Integrations
- Fractional Advertiser Contribution
- Stakeholders
- Beta readiness
- Team



essence**mediacom**

L'ORÉAL

essence**mediacom**



MINDSHARE



ISBA/PwC Programmatic Supply Chain Study II

- Improved data access
- Better data quality
- Fewer websites
- Improved match rate
- Less unattributable spend
- More net revenue to publishers
- Clear recommendations

Second programmatic supply chain study reveals 'big step forward' in transparency

MarketingWeek

'Unknown delta' discovered as programmatic supply chain transparency improves

campaign

Isba audit sees publishers grow programmatic ad spend share 8%

 **The Drum.**

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Responsible Retail Media Framework

Industry Collaboration

- Transparency
- Transformation & Tech
- Talent



Principles for the use of Generative AI in creative advertising

- Responsibility, ethics
- Public trust
- Transparency with consumers
- Environmental impact
- Discrimination and bias
- Individual rights
- Intellectual Property
- Employment and talent
- Due diligence
- Human oversight and accountability
- Transparency between advertiser and agency
- Continual monitoring and evaluation



Plus

- ISBA/Flock REFRAME Accessible Advertising Guide
- DCMS Online Advertising Taskforce
- Health & Care Act: Less Healthy Foods
- Global Alliance for Responsible Media
 - Member Bootcamps
 - Media Emissions Framework
- Increased member participation
- Procurement community engagement
- Media Foundation Certificate

Reframing accessible advertising

Flock and ISBA 31 Oct 2023



2024 Priorities



Origin 2024

- **Launch**
- **Adoption**
- **Benefits**
- **Roadmap**
- **Funding**



- **Template Contract Frameworks**

- **Responsible Retail Media Framework**
- **Digital Supply Chain**

Sustainability

- **Regulatory clarity**
- **Media emissions measurement framework**



Advertising Accessibility

- **Lead Ad Access Alliance**
 - Advertiser pull
 - Agency engagement
 - Publisher change
 - Measurement
- **Standards**
- **Best practice**
- **Lead market adoption**



Political Strategy

- **Prepare for General Election**
- **Online Advertising Taskforce**



Global Alliance for Responsible Media

- **Adoption**



Advice & Guidance

- **Generative AI**
- **Working Group engagement**
- **Procurement**
- **Media Excellence Certificate**