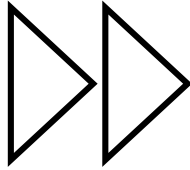


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# Media Steering Group Priorities 2025



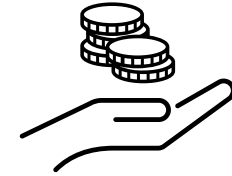
# Leadership Objectives 2025



Evolving  
media  
landscape  
education



Addressing the  
Marketing skills  
gap



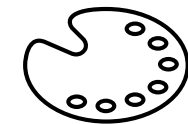
Defining and  
leading on  
Commerce media



Media  
effectiveness and  
consumer insights



Responsible media



Re-unification of  
Media and Creative

# 2025 Steering Group Priorities

*Media Leaders*

<i>TV &amp; Video</i>	<i>Insight &amp; Effectiveness</i>	<i>Digital Performance</i>
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**Business**

Siloed teams causing issues with brand vs performance goals

A need to shift towards long-term investment to build and protect brands

Getting the right balance of in-house v external resources and expertise is hard

Increased complexity in technology, targeting and measurement choices

**Media**

Responsible Media best practice & Linking media and business performance

Need established industry structures on reporting

Focus on wrong metrics has led to misaligned priorities and ineffective strategies

Lack of competition and the quality of digital audits

**Creative**

Re-aligning creative and media practices with an inclusive mindset

Channel proliferation and complexity of media placements creating cost challenges

Removing silos of creative & media effectiveness measurement

Siloed omnichannel digital processes causing issues

# 2025 Steering Group Priorities

*Media Leaders*

<i>TV &amp; Video</i>	<i>Insight &amp; Effectiveness</i>	<i>Digital Performance</i>
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**Ecosystem**

Navigating regulatory and political change in a fast-moving media landscape

Increasingly complex and opaque, with proprietary media & black box solutions

Effectiveness of Earned channels inclusive of influencers, talent, events & PR

Increased black box buying is leading to transparency issues

**People**

A re-positioning of the media industry to solve for the skills gap and evolution of Ai

Accountability around TV sits across different teams - client side and agency

Tool ownership and sharing data between people and teams is a challenge

A need to upskill both senior and junior levels



# Overview from the groups

**Leadership and Culture**



**Consumer-centric marketing**



**Media & Creativity Reunification**



Breakdown decision making silos to build trust and reframe marketing as an investment not a cost



Putting the audience at the heart of omni-channel planning, activation and measurement



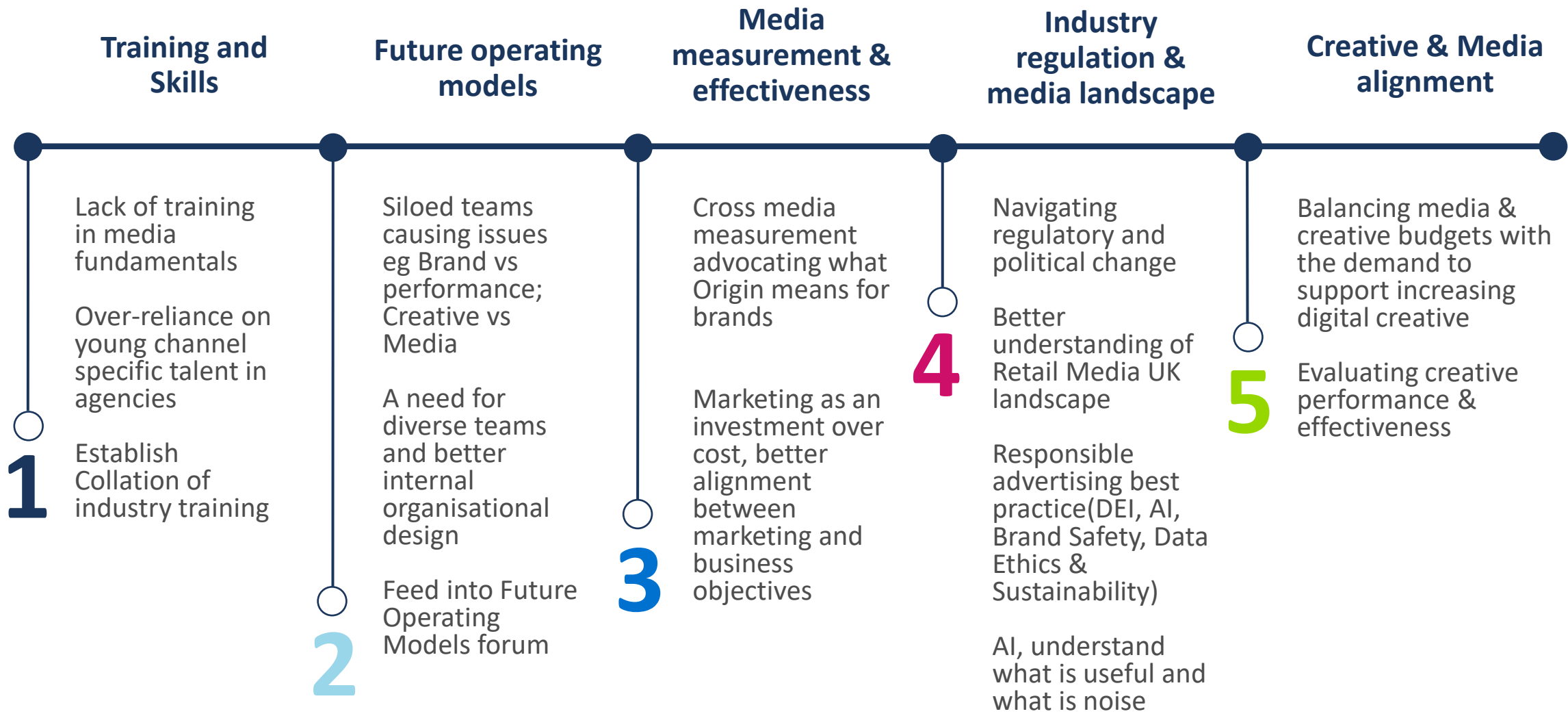
The dual approach needed to improve marketing effectiveness



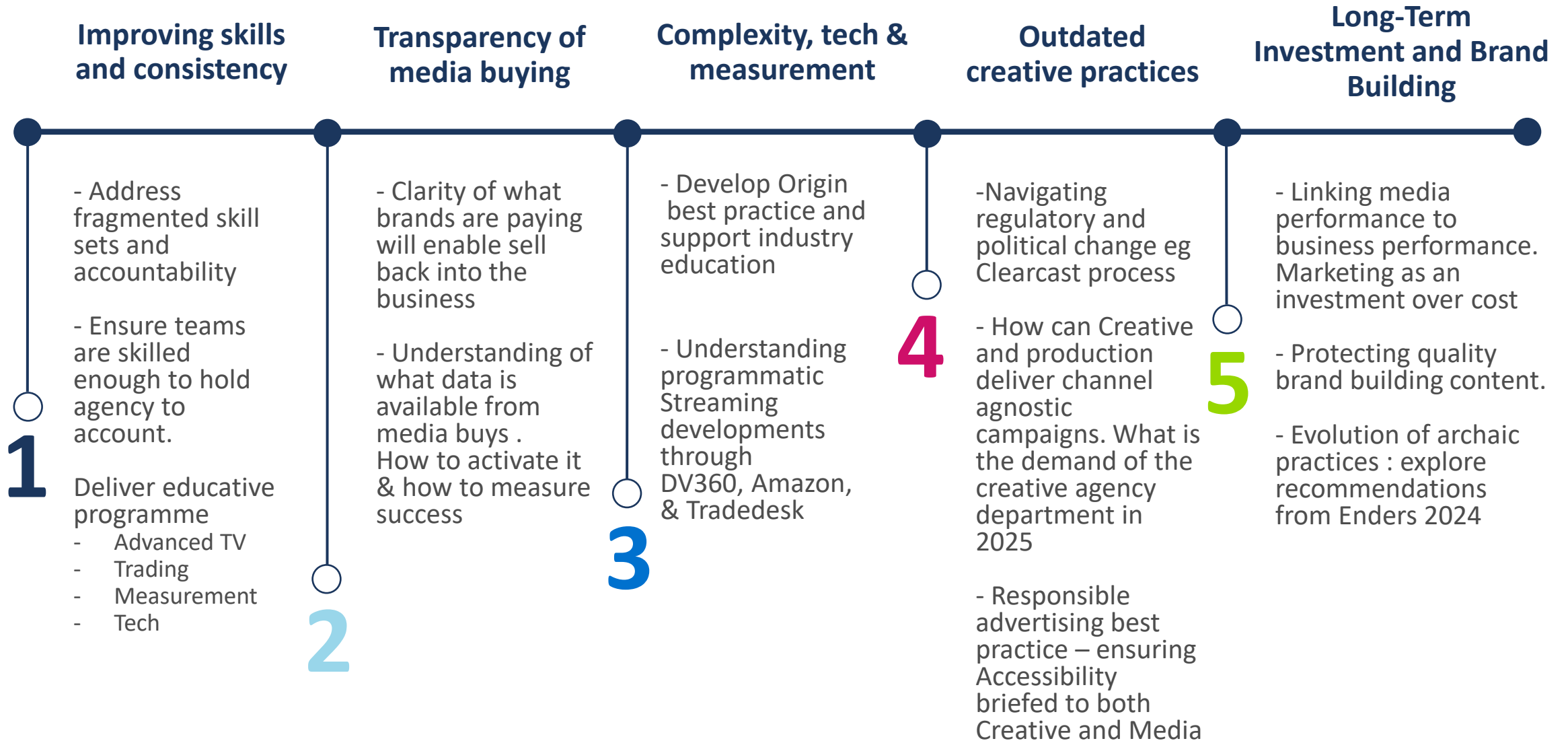
*“Reframing efficiency as an opportunity”*



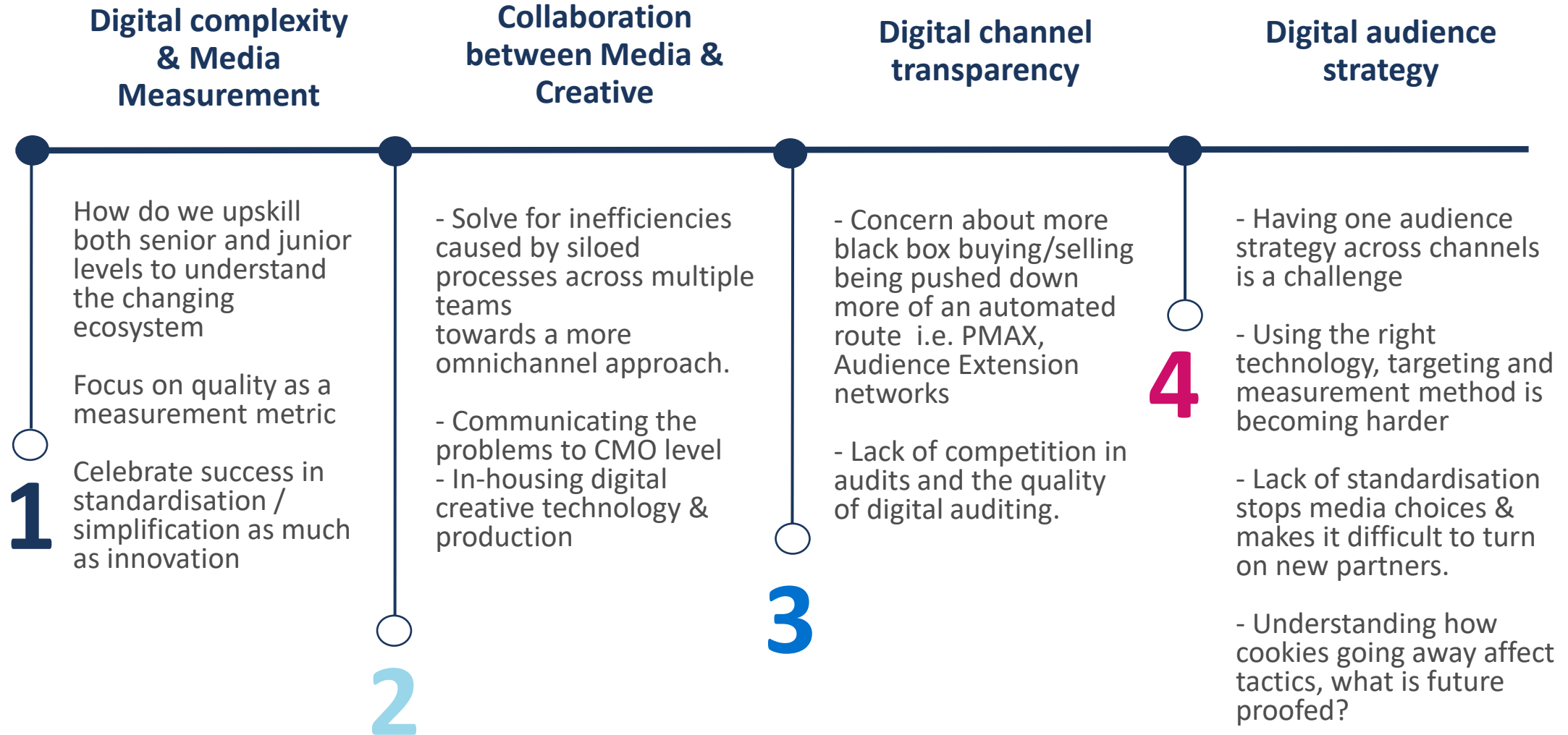
# Media Leaders



# TV & Video



# Digital Performance





# Insight & Effectiveness

## Leadership & Culture

**1**

- There is a lack of understanding and trust within decision-makers, fostering a culture of transparency and honesty is difficult
- Getting the right balance in-house v external or agency resources and expertise is challenging

## Future Proofing measurement & metrics

**2**

- Focusing on the wrong metrics can lead to misaligned priorities and ineffective strategies
- Should MMM take a customer led lens to help demonstrate the role of new channels
- Measurement of creative effectiveness is often in isolation and increasingly difficult tie to business outcomes
- How can we measure the DEI improvements to creative.

## Upskilling and specialisation

**3**

- Upskilling team members and balancing generalists versus discipline experts. For example Retail media requires comparable measurement of effectiveness
- Effectiveness of earned media i.e. influencers, talent, events, earned PR
- Carbon reduction: what is the gold standard?

## Data literacy and tool ownership

**4**

- Data tool ownership isn't always with the teams or individuals who can bring business value from them. This includes issues with sharing data between people and teams
- Increased media choices mean MMM is no longer working, while attribution models still channel specific
- How will AI affect media measurement?