

**I S B A**

# **The Responsible Media Guide**

**March 2025**



**One  
Voice**

## Introduction – why have we created this guide?

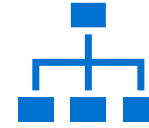
Advertising drives sales, builds brand equity, and reflects social shifts and behaviors however our members have told us that the pressure of meeting regulatory standards and implementing responsible media best practices is a high priority issue



Create impartial brand led advice for those who want to commit to ethical, sustainable, and impactful advertising



Draws on ISBA's experts and industry involvement across each fast-evolving topic



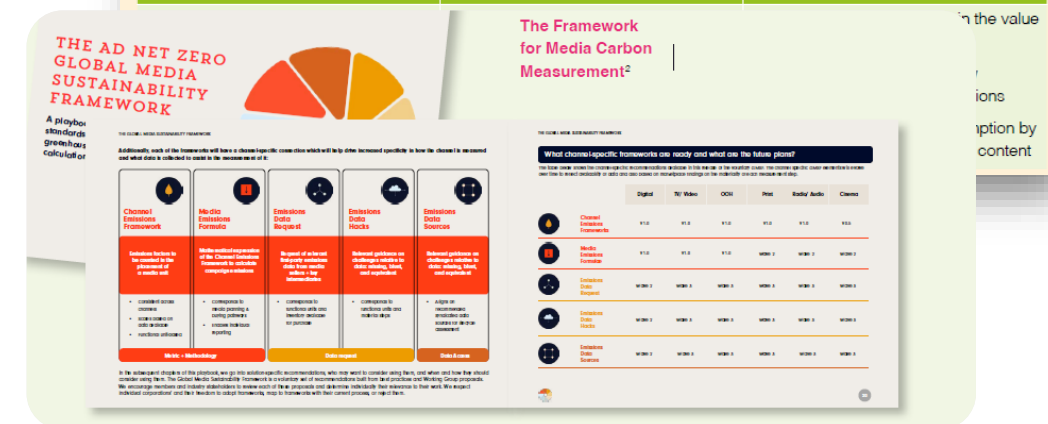
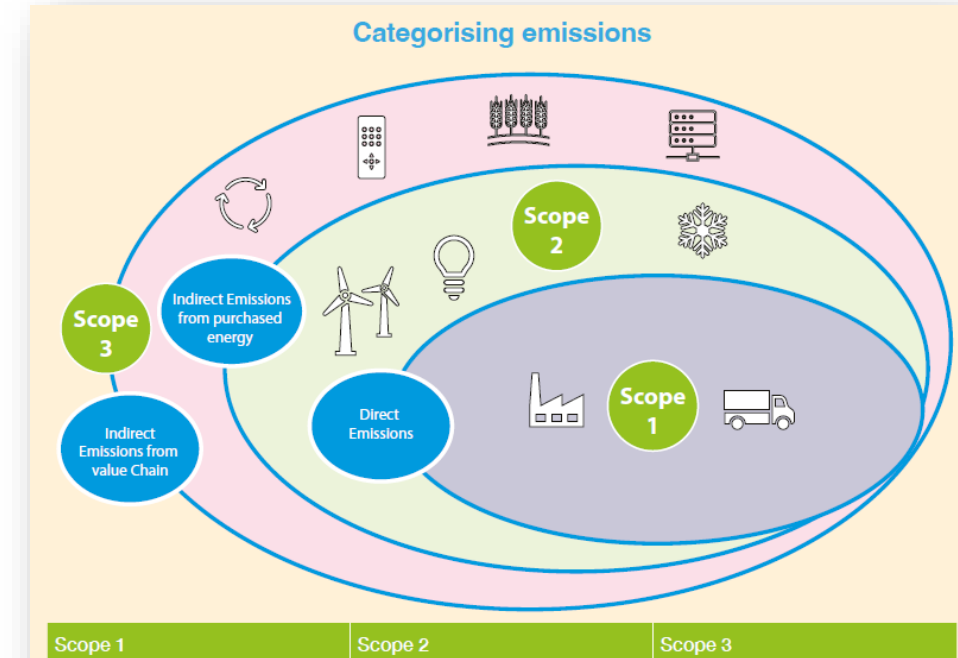
Educate for better conversations with partners and internal teams embedding corporate ESG goals into media practices

# Sustainability

**Climate emergency:** Advertising's role in promoting sustainable options and aligning with carbon reduction strategies

**Global Media Sustainability Framework (GMSF):** Standardised methodologies for measuring and reducing media-related emissions

**Practical tips:** Implementing sustainability practices in media planning and buying



# Inclusion

**Inclusive Media Strategy Framework:** Importance of reaching diverse audiences and supporting minority-owned media vendors

**Accessible Advertising:** Creating accessible advertising for people with disabilities

**Practical tips:** Strategies for creating authentic connections with diverse audiences

## CASESTUDY

### Supporting female voices



#### Helpful links

##### [Ad Accessibility Hub](#)<sup>1</sup>

A resource for all within the market to make ads more accessible.

##### [WFA Inclusive Marketing Hub](#)<sup>2</sup>

A resource that exists to help you if inclusive marketing drives business. Includes case studies.

##### [Creative Equals](#)<sup>3</sup>

A global inclusive marketing organization that drive inclusive brand strategy, create growth.

## KFC: An inclusive Gen Z women

### Context:

Freeda Media is a progressive media agency. Founded in Italy and now with a global presence, it challenges the negative stereotypes found in media and gives a voice to a new generation.

KFC was looking for an inclusive platform that was loved and relevant brand for the new generation.

### Solution:

The inclusive partnership between KFC and Freeda Media became a reference point for young people, showcasing new trends and inspiring new ideas.

Today's generation lives online and that did not exist until a few years ago. It is important to know and recognise. In this generation, lifestyles, the codes of thought and behavior of people is articulated. The goal is to create a commitment to representing and celebrating diversity.



# Artificial Intelligence

**Responsible adoption of AI:** Incentives, strategic considerations, education, governance, and responsible data management

**Addressing ESG:** Ensuring transparency and reducing negative environmental impacts

**Practical tips:** Selecting AI vendors and managing legal and regulatory risks

## CASE STUDY

### Optimising internal resources

## Reckitt AI

### Context:

Reckitt wanted to u

### Solution:

They conducted a  
were spending the  
spending 40% of tl

### Results:

By using AI to auto  
spent on them. Fo  
30- 40%, freeing  
core tasks



3 essential steps to prepare

Step 1

Incentives and  
strategic  
considerations

Step 2

Education and  
governance

Step 3

Responsible  
data  
management

# Digital & Data Governance

**Regulatory compliance:** Ensuring compliance with data protection and privacy legislation

**Digital data ethics:** Establishing good practices for data management and protecting consumer data

**Practical tips:** Safeguarding consumer data in the supply chain



## RESOURCES

- Seven-Step Guide to Ad Tech**  
 This joint publication with the DMA provides a practical guide to consent and privacy when running personalisation. It includes creating data protection impact assessments. This Guide will be updated to reflect new guidance (above), including the new Privacy and Electronic Communications Regulations (PECR) Bill, introduced in October 2024. It also covers data protection and privacy in the context of advertising.

- Incorporate data ethics into existing governance frameworks, assessments, expand governance committees, safeguards and mitigation measures and structures.
- Develop clear data ethics KPIs: eg, cross-functional collaboration, complaints / enforcement fines, brands under review
- Measure progress: including employee surveys, reporting and response mechanics, gap analysis

# Brand Safety

**Brand Safety vs. Brand Suitability:** Protecting brand reputation and ensuring ads are placed in appropriate contexts

**Managing Online Brand Safety:** Guidelines for managing brand safety in digital advertising

**Practical tips:** Questions to ask your verification partners and ensuring ads appear against appropriate content

APPENDIX 1: Brand Safety Content Floor: category descriptions

Adult & Explicit Sexual Content	<ul style="list-style-type: none"><li>• Illegal sale, distribution, and consumption of pornography</li><li>• Explicit or gratuitous depiction of sex or genitals, real or animated</li></ul>
Arms & Ammunition	<ul style="list-style-type: none"><li>• Promotion and advocacy of Sales of handguns</li><li>• Instructive content on how to obtain, use, or maintain illegal arms</li></ul>

**CHECKLIST**  
Questions you and your agency need to ask when choosing a demand side verification vendor:

- ✓ What content categories does the vendor screen for?
- ✓ What is the vendor's process for reviewing content?
- ✓ What are the major risks to your brand?

APPENDIX 3:  
The Brand Adjacency Framework

The Brand Adjacency Framework is a set of standards that is recognised and applied by all brands in the industry to ensure that ads do not appear adjacent to other content that could harm the brand. These standards will then be used to inform the selection and via independent providers

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If you're interesting finding out more about the benefits of ISBA membership, contact [EmmaS@isba.org.uk](mailto:EmmaS@isba.org.uk)