The Responsible Media Guide

March 2025

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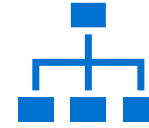
Educate for better conversations with partners and internal teams embedding corporate ESG goals into media practices

| Introduction | Sustainability | Inclusion | Ai | Digital Governance | Brand Safety |

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
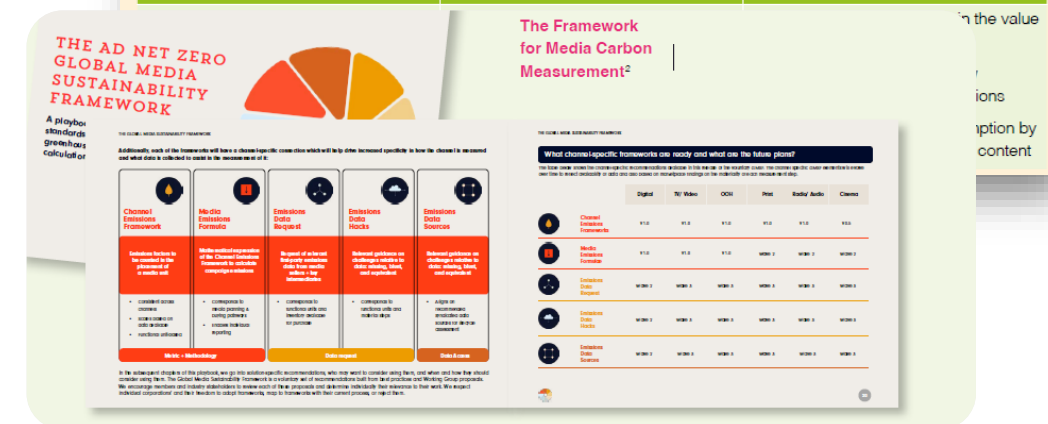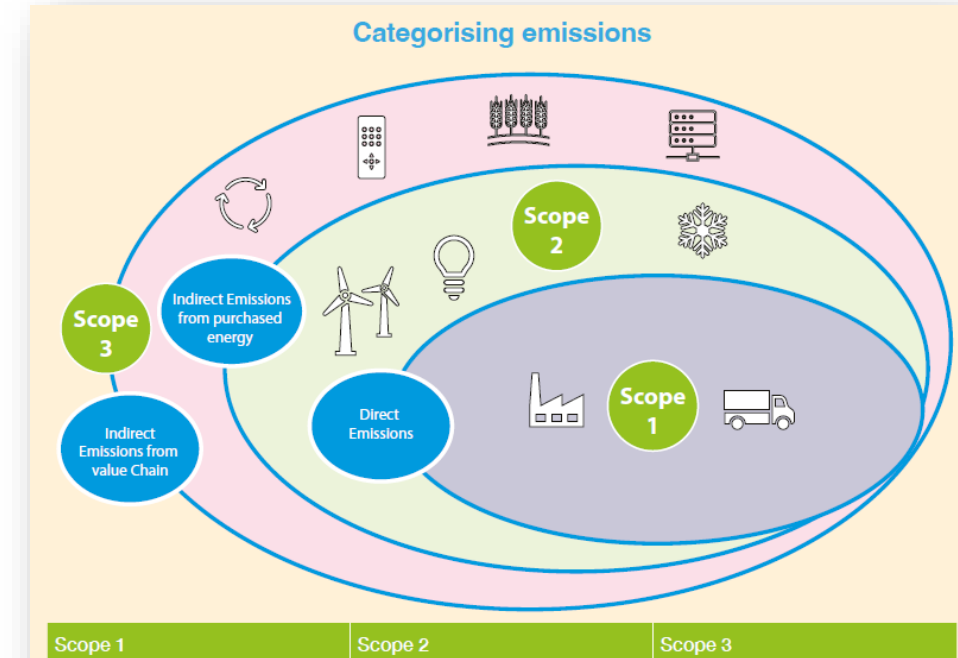
Inclusion

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

KFC: An inclusive Gen Z women

Context:

Freeda Media is a progressive me
Founded in Italy and now with a gl
of the negative stereotypes found i
voice to a new generation.

KFC was looking for an inclusive p
loved and relevant brand for the ne

Solution:

The inclusive partnership between
reference point for young people, e
showcasing new trends and inspiri

Today's generation lives online and
that did not exist until a few years a
important to know and recognise. I
lifestyles, the codes of thought and
people is articulated. The goal is to
commitment to representing and a

Helpful links

Ad Accessibility Hub[1]
A resource for all within the market
ads more accessible.

WFA Inclusive Marketing Hub[2]
A resource that exists to help you i
inclusive marketing drives busines
case studies.

Creative Equals[3]
A global inclusive marketing organ
drive inclusive brand strategy, crea
growth.

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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 th...

Results:

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

3 essential steps to prepare

Step 1 — Incentives and strategic considerations

Step 2 — Education and governance

Step 3 — Responsible data management

One Voice

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

The Seven-Step Ad Tech Guide

A step by step guide to address the privacy challenges of Real Time Bidding in programmatic advertising

joint initiative

RESOURCES

- **Seven-Step Guide to Ad Tech**
  This joint publication with the DMA
  provides a practical guide to cons
  and privacy when running person:
  It includes creating data protectic
  This Guide will be updated to refle
  guidance (above), including the in
  Bill, introduced in October 2024. I
  lation an

④ Incorporate data ethics into existing gove
assessments, expand governance comm
safeguards and mitigation measures and
structures.

⑤ Develop clear data ethics KPIs: eg, cross
complaints / enforcement fines, brands u

⑥ Measure progress: including employee s
reporting and response mechanics, gap

One Voice

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

For more information on Responsible Media contact DanL@isba.org.uk

If you're interesting finding out more about the benefits of ISBA membership, contact EmmaS@isba.org.uk