

The value of ISBA's Marketing Procurement Community

Working together to deliver greater
transparency and accountability

Bringing together over 250 of the UK's leading marketing procurement professionals to support and collaborate on shared challenges



What our members say

“One of the key benefits I personally gain from being a part of this group is the opportunity to engage with other members. Whether it's sharing best practices or seeking advice on specific challenges, these interactions are incredibly valuable”

**ISBA Marketing Procurement Forum Chair Sam Royston –
Marketing Procurement Lead, Burberry**

As the body that represents UK brand advertisers, we offer our members the opportunity to share and learn alongside their peers. Further information on ISBA's purpose can be found [here](#).

In the dynamic landscape of marketing procurement, professionals in the UK face a myriad of challenges that require both strategic agility and meticulous management.

The evolving nature of digital marketing, the complexities of global supply chains, and the pressure to deliver return on investment (ROI) are just a few of the hurdles we're navigating.

Evolving Digital Marketing Landscape

With the rapid advancement of technology, marketing procurement professionals must stay ahead of trends and innovations. This includes understanding new digital platforms, evolving supplier trends, media inflation, AI and the fragmentation of media. Keeping pace with these changes demands continuous learning and adaptation

Global Supply Chain Complexities

Marketing procurement maturity continues to advance as we adapt to an increasingly complex supply chain, to better link supply chain management to marketing effectiveness and business outcomes.

Delivering ROI

This involves not only negotiating favourable terms with suppliers but also ensuring that marketing campaigns are effective and deliver measurable results.

The access to more and more data is increasing the expectations of leadership for their teams to transform that data into actionable insights and improved marketing effectiveness.

How can ISBA help you?

ISBA provides a wealth of guidance, advice and the opportunity to join a vibrant community of marketing procurement professionals to share common challenges, hear from industry experts and ensure you are abreast of all the latest industry developments.

Our Marketing Procurement WhatsApp Group and In Person Events bring marketing procurement professionals together to create a community that helps each other explore new topics, learn and develop.

Member-led priorities include:

- **Agency & Supplier Management**
 - Agency remuneration
 - Supplier relationship management
 - Assessing agency performance
- **Digital Media & Technology**
 - Tech transparency / cost / value
 - Effective measurement of digital media buying
 - Gen AI's impact on commercial models
- **Creative & Media Effectiveness**
 - Creative effectiveness
 - Spend optimisation
 - Bringing creative & media closer together
- **Growing Procurement's Influence in the industry**

Insights & resources exclusively available to members

- Creative & Media Agency Hourly Rates Benchmarks & Remuneration Studies
- Agency contract templates and resources
 - Media Services Framework
 - Creative Services Framework
 - Influencer Contract Template
- Supplier management and performance related fee guidance
- Managing Supplier Complexity
- 101 Marketing Knowledge Sessions
- Media Inflation Forecasts
- Legal helpline

1-1 Agency Relationship guidance and advice

ISBA offers 1-1 guidance and advice, over the last 12 months we have provided support and advice on a range of topics including:

- Agency performance metrics and performance related fees
- Contracting creative and media services
- Media procurement trends
- Retail media contracting
- Use of Gen AI
- Guidance on inclusion lists
- Media inflation
- Agency remuneration
- Proprietary media
- Brand safety
- Media auditing

Join over 3,000 brands in our community through ISBA membership

ISBA membership is corporate with unlimited individual access for your UK based marketing, media, public affairs and procurement teams plus anybody based elsewhere who has a UK interest or element to their role.

Subscriptions are calculated on your annual UK Media spend across Digital, TV, Outdoor, Radio, Press, Cinema, TV Sponsorship & DM. Subscriptions start from £7,200 + VAT pa for a spend of up to £3 million.



What our members say

“ISBA’s Marketing Procurement Group has empowered us to leverage a unified voice, gain industry influence, access essential resources, receive expert support and connect with a network of like-minded professionals”

Ismael Soomro - Marketing Procurement Lead, Tesco

“ISBA has been a cornerstone of building and testing my marketing and media knowledge both within marketing procurement and media more widely. I am very happy to pay back with support with areas such as the Creative Services Framework Agreement”

Nicky Mennell - Global Strategic Sourcing Manager Media, Mars

Further information on membership can be found [here](#).



To find out more on marketing procurement support available, please contact:



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