

2025 Impact

ISBA is the only body that represents brand owners advertising in the UK. In its 125th year, ISBA demonstrated that it remains as relevant & impactful as ever, continuing to bring industry stakeholders together, championing responsible, transparent and effective advertising, and enabling our powerful member community of UK brand owners. We empowered advertisers with new frameworks, advanced ad accessibility and supported the desire for higher ethical standards with practical guidance.

As we marked our 125th anniversary, ISBA continued to strengthen partnerships across the industry, updated key agreements to meet evolving needs, and created more opportunities for members to connect, collaborate & learn peer to peer. Through campaigns, strategic insights, and by listening closely to what our members value most, we reinforced our position as the trusted voice for advertisers.

Q1

ISBA continued to raise the bar for standards of advertiser-agency transparency by launching the Media Services Framework empowering advertisers to negotiate with greater confidence.

● Ad
▲ Accessibility
■ Network

Advertisers were enabled to create more inclusive campaigns through ISBA's co-leadership of the Ad Accessibility Network and the launch of a new resource hub supporting those with sight and hearing loss.

Members received actionable advice for the successful implementation of ethical and sustainable advertising through the publication of the Responsible Media Guide.

ALL IN

The significance of ISBA's role & influence in the industry was recognised when outgoing Director General Phil Smith was awarded an OBE for services to advertising.

Measurable improvements were made in the diversity of industry talent, made possible by the All In Census led by ISBA.

Q2

Q3

The adoption of best practice in influencer marketing was expanded as a new wave of agency signatories joined the Influencer Marketing Code of Conduct, supported by ISBA and the Influencer Marketing Trade Body.

Food & beverage manufacturers were better prepared for new Less Healthy Food advertising restrictions thanks to ISBA's support & cross-industry awareness campaign in partnership with the Advertising Association, IPA and IAB UK.

ISBA further delivered against Advertisers measurement needs with its Origin cross-media measurement tool, announcing the completion of its Beta trial with 30 of the UK's largest advertisers and expanding the rollout.

ISBA's Digital Retail Media Study highlighted the significance of this growing channel and provided insights which identified the need for industry-wide co-operation & co-ordination in this space.

Celebrating our
125th year

Recognised eight members at this year's President's Lunch, by awarding them the President's Award for their for active role in ISBA and their significant contribution to ISBA's work.

ISBA continued to support members with guidance on best practice in agency selection through the launch of ISBA's Pitch Consultant Guide.

Q4

Simon Michaelides became the 10th Director General of ISBA, with Phil Smith moving to become the Chair of Origin.

Advertisers were provided with insights into evolving marketing priorities and investment strategies through the release of the 2026 Media Budgets Survey.



ISBA's anniversary campaign celebrated 125 years of advertising creativity by crowning the best ads over the years, across seven media channels.

Advertisers and agencies were provided with updated guidance and practical templates for best-practice contracts, thanks to the refreshed Creative Services Framework Agreement.

ISBA KPI's

- **90%** members are happy with their ISBA membership.
- **61 ISBA events** were delivered reaching a total audience of over 4000 live or on-demand participants.
- **Over 1,200 new followers** gained on LinkedIn in 2025 alone, expanding ISBA's reach & network
- **Over 150 pieces** of media coverage featuring ISBA, ensuring members' interests are represented in the public and industry discourse.
- **Engaged 796 members** at working groups and member forums

One Voice