



I S B A

Overview of the ISBA Groups

- ISBA groups are advertiser-only forums, open to members who want to share opinions and learnings with peers from a range of sectors
- Over 700 marketers participate in one or more of the ISBA groups and value the opportunity to learn while helping ISBA establish best practice and shape the industry
- Each group meets on average 5 times a year with a mixture of virtual and face to face meetings at ISBA
- If you would like to find out more then please get in touch with BinaB@isba.org.uk

ISBA Groups

Testimonials

Media Steering Groups

TV & Video

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Government and Regulation Focused Groups

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“Testimonials

I have found my time on the Media Leaders Group to be hugely valuable to me personally and professionally. It’s a great place to debate the latest industry developments, get inspiration to take back to the office and meet some respected industry contacts that I now feel I can contact on any issue requiring support. I always learn something new, and it’s so rewarding to be part of a community that’s tackling industry issues together.

STUART MCDONALD, HEAD OF MARKETING PLANNING, PERFORMANCE & ANALYSIS, AVIVA AND MEDIA LEADERS CO-CHAIR

Leading on AV media at Mattel, it’s crucial to be at the forefront of this ever-evolving landscape and being a member of ISBA’s TV & Video steering group provides firsthand access to the topics affecting our industry. On behalf of all advertisers, we have the opportunity to interrogate, challenge, feedback and steer outcomes for broadcasters, regulators and partners alike. As someone still relatively new to brand side, it’s great to be opened to a new world of peers, tackling similar challenges to Mattel.

LEAH OKOMI, ASSOCIATE MANAGER - UK MEDIA TEAM, MATTEL UK

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.

ISMAIL SOOMRO, GLOBAL MARKETING PROCUREMENT LEAD, TESCO

Being part of ISBA’s Performance & Programmatic Group is incredibly valuable: it gives me access to a platform to get insights on emerging trends, engage with industry peers, share experiences, and collectively tackle common industry challenges. It empowers me to stay ahead of the curve and make informed decisions to optimise marketing strategies effectively.

ALESSANDRO CUSMANO, HEAD OF PAID MEDIA, HSBC

Being a member of the Insight & Effectiveness Steering Group is valuable to me because it provides an opportunity to exchange ideas with peers and experts, learn about common challenges, and explore ways to improve. As a leader in marketing and advertising, it also allows me to guide and contribute to the role and output of the group.

BEN NEWBURY, HEAD OF BRAND MARKETING, BETTY’S & TAYLOR’S OF HARROGATE

We’ve found ISBA’s support and leadership essential in our engagement with the UK Government on policy questions around the advertising of HFSS food, and the future of food marketing more broadly. In a complex and sometimes fraught debate, ISBA’s consistent, clear, evidence-based arguments have been the rallying point for food advertisers – engaging constructively and effectively, whilst faithfully representing its members’ views.

THOMAS NEWHAM, SENIOR PUBLIC AFFAIRS MANAGER, KFC



TV & Video

The TV industry is fundamentally changing both in the way TV is consumed and delivered with an increasingly fragmented landscape.

This group, made of up of senior media leads, seeks to ensure there is knowledge to allow our members to navigate this new AV world whilst at the same time, relentlessly challenge the marketplace so that advertisers’ interests are protected, and the effectiveness of their campaigns can be truly measured.

2025 Priorities

- Improving planning skills in agency and brand teams
- Transparency/clarity on media buying
- Media + Creative collaboration in strategy and planning
- Fostering long-term investment and brand building

This group would be of interest to senior marketers with an AV budget and an interest in the evolving landscape.

Contact: BinaB@isba.org.uk

Please note this group is limited to one person per member company.



Co-chair: **Peter Rowe,**
Head of Media, NatWest Group



Co-chair: **Lauren Kenny,**
Senior Media Lead of Northern Europe, Kenvue



Media Leaders

This group is made up of experienced media practitioners championing the needs of UK advertisers by working with media owners, tech vendors and other industry bodies to achieve transparency, accountability, consistency in measurement and greater brand safety in media.

2025 Priorities

- Repositioning of the media industry to attract and retain talent
- Organisational design to reduce silos
- Positioning marketing as an investment, not a cost
- Navigating industry regulation
- Evolving creative practices

This group would be of interest to senior marketers who are senior budget holders who have an interest in the broader media market.

Contact: **BinaB@isba.org.uk**

Please note this group is limited to one person per member company.



Co-chair: **Lisa Walker**
Head of Media & Sponsorship, VodafoneThree



Co-chair: **Stuart McDonald**
Head of Planning, Performance & Analysis, Aviva

Insight & Effectiveness

With brands under greater pressure than ever to demonstrate the effectiveness and value of their media investments this group addresses key challenges such as cross-media/ channel measurement, balanced attribution solutions and long-term vs short term.

This group is ideal for senior marketers with an interest in media effectiveness and keen to work with other members to develop best practice.

2025 Priorities

- Communicating effectiveness to leadership
- Future proofing measurement metrics
- In-housing measurement technology
- Bettering data literacy and tool ownership

Contact: BinaB@isba.org.uk

Please note this group is limited to one person per member company.



Co-chair: **Carl Bratton**
Head of Marketing Effectiveness, Direct Line Group



Co-chair: **Iain Stanfield**
Insight Lead, Specsavers



Digital Performance

This group is made up of senior representatives from all market sectors, sharing their expertise, insight and challenges working within this rapidly developing media environment.

The group develops best practice across digital channels while keeping a clear focus on innovation, measurement and changes in the media landscape.

This group would be of interest to senior marketers who specialise in digital marketing.

2025 Priorities

- Digital complexity and media measurement
- Digital creative production and process
- Transparency and better auditing
- Future proofing audience strategy

Contact: BinaB@isba.org.uk

Please note this group is limited to one person per member company.



Co-chair: **Sam McDonald**
Digital Marketing Manager, The Open University



Co-chair: **Ross Edwards**
VP Marketing - Digital Delivery, Informa Group Dig



Public Affairs Forum

ISBA’s Strategic Policy Action Group provides our members with a public affairs and corporate communications forum for cross-cutting conversations with influential figures, commentators and politicians.

The Group is open to ISBA members across disciplines and sectors who are striving to meet – and shape – the political and reputational issues confronting advertising and marketing in the UK.

This is a forum which not only focuses on public policy, but which also takes a wider view on trends in our industry and strategic challenges.

The Group would be useful to any ISBA members who have an interest in political, legislative, and regulatory developments.

Contact: RobN@isba.org.uk

This group is open to all ISBA members.



Food & Drink Working Group

This group has been at the forefront of the debate on some of the most controversial changes proposed by government in recent years – and will continue to be a major focus for ISBA in the months ahead.

As Ministers sought to ban ads for food and drink products high in fat, sugar or salt (HFSS), this group became the key industry forum for advertisers to align on their response, and to support ISBA’s engagement activity. Its members helped to secure amendments to the legislation, as well as a crucial delay in the implementation of the new ‘less healthy’ food and drink (LHF) restrictions.

The group’s attention is now focused on the details of how the new law will work – as well as on the industry’s long-term approach to food education and physical activity. It is also looking at issues such as the Scottish Government’s proposed changes to alcohol marketing.

This group will be useful to any ISBA members who are food and drink product manufacturers, with responsibility for marketing campaigns and/or public affairs activity.

Contact: RobN@isba.org.uk

This group is open to all ISBA members.



Future Operating Models

A forum for members to discuss key challenges around the in-housing journey, understanding what the right operating model is in order to get the best commercial results e.g. understanding and controlling data, retaining talent and skillsets required, in housing vs agency.

Members are invited to share learnings from different operating models, gain different perspectives and hear from industry thought leaders in all areas from platforms to people to processes.

This group is of interest to all levels with an interest in operating models. Topics also include AI, automation, integration of media & creative, integration of Media & CRM.

Contact: MarkW@isba.org.uk

This group is open to all ISBA members.



Chair: **Nicki Brown**
Media Director, BBC



Inclusion Network

The ISBA Inclusion Network is working with ISBA members and the wider marketing communications industry to ensure all marketing and media communications and advertising produced is representative of contemporary society.

The group is made up of individuals with varying responsibility within their organization from marketing director to diversity, equity and inclusion lead highlighting the impact that DE&I has across all levels within our members.

This group is of interest to all levels with an interest in incorporating diversity, equity and inclusion within their marketing, marketing comms and advertising.

2025 Priorities

- Educating and advancing the industry to ensure Ads are accessible to all
- Building the business case for DEI 2.0
- Regulation and further guidelines e.g. defining the role of AI in creative and inclusive practices

Contact: BobC@isba.org.uk and VanessaV@isba.org.uk

This group is open to all ISBA members.



Co-chair: **Vicky Keenan**
Marketing Director UK&I, Bayer



Co-chair: **Tom Chard**
Media Planning Lead, Tesco



Influencer Marketing

This group works to engage with, understand, and harness the phenomenon that is influencer marketing – a still-evolving aspect of advertising that brings challenges and opportunities.

We engage with regulators to discuss the latest requirements on ad disclosure, with influencers themselves, and with those who are building new ways of measuring reach and demonstrating ROI, to help our members stay ahead of developments.

The group has led the industry with the publication of a Code of Conduct for brands, talent agencies and influencers – ensuring regulatory compliance, backing greater diversity, and enabling our members to employ authentic and effective influencer marketing.

This group is aimed at members from across disciplines with involvement in influencer marketing, from legal officers to social media managers and marketers who manage their brand’s influencer relationships.

Contact: DanL@isba.org.uk

This group is open to all ISBA members.



Chair: **Joanne Loughrey**
Associate General Counsel, L’Oréal



Marketing Procurement

Exploring innovations and seeking solutions to key communication issues encountered by ISBA's Marketing Procurement community; we work together to collectively develop the marketing procurement function and its effectiveness; both internally within member companies and across the agency landscape.

We do this by sharing best-practice information; producing best-practice guidance; hosting virtual meetings; and tackling industry issues.

2025 Priorities

- Agency management and remuneration
- Digital media and technology
- Marketing effectiveness
- Procurement influence and sustainability

This group would be of interest to any member involved in agency management, procuring agency or media services.

Contact: NickL@isba.org.uk

This group is open to all ISBA members.



Chair: **Sam Royston**
Senior Manager Commercial Procurement – Marketing, Burberry



Retail Media

This group of mostly FMCG ISBA members was collated in response to the rapid growth and increasing fragmentation of retail media offerings. Recognising many wide-ranging challenges across priority areas of transparency, transformation, technology, and talent.

The first and significant output was the UK’s first Responsible Retail Media Framework - the result of a year-long industry-wide collaboration of brands, retailers and their tech and consultancy partners driven by brands’ need for standardisation in this space.

Addressing the lack of basic, foundational, elements required to run successful digital advertising activity, the framework should be viewed as an important first step in setting the building blocks for future Retail Media success. Setting out standards guidance across minimum viable, mid-term and long-term goals, ISBA have established a baseline from which positive movement within the industry can now be measured against.

This group is mostly relevant for members who spending on retail media platforms.

Contact: BinaB@isba.org.uk

This group is open to all ISBA members.



Sustainability Forum

This group works to understand the questions, concerns and barriers that ISBA members face in moving their advertising operations toward net zero. The outputs from this group will help to inform ISBA’s position on issues of environmental sustainability and climate change, and creates a forum for feedback between ISBA members and wider industry initiatives, including those led by [Ad Net Zero](#) and the World Federation of Advertisers (WFA).

ISBA is a signatory of the United Nations Race to Zero campaign, which include a commitment to halve emissions by 2030, and achieve net zero by 2050. ISBA has also signed the WFA [Planet Pledge](#), a global commitment to make marketing teams a force for positive change both internally and with the consumers who buy their products and services. The Pledge seeks to find a clear role for marketing as a positive force for environmental change.

This group would be of interest to ISBA members across sectors and disciplines, who have an interest in issues of climate change, environmental sustainability and net zero, and are seeking practical measures to deliver industry action.

Contact: LauraW@isba.org.uk

This group is open to all ISBA members.



Co-chair: **Georgina Bramall**
Marketing Strategy Director, giffgaff



Co-chair: **Lisa Boyles**
Head of Go To Market & Media, giffgaff



The Public Affairs Forum, Retail Media, Food & Drink Working Group and Influencer Marketing Group meet on an ad hoc basis (virtual).

