

Strategic Priorities

Enable Advertising Effectiveness

Promote Responsible Advertising

Ensure Ad Ecosystem Transparency

Future- proof Member Operating Models

Support the Growth of Member Talent

2026 Operating Priorities

- **Origin Cross-Media Measurement:** Expand market coverage, onboard new advertisers & share use cases.
- **Proving effectiveness:** Develop independent and credible view to support efficacy of cross media approach.
- **Publish Media Budget Forecasts for 2027.**
- **Launch the Responsible Media Guide 2.0.**
- **Develop the Retail Media Framework.**
- **Embed the Influencer Code of Conduct.**

- **Less Healthy Food advertising regulation:** Navigate the challenge of revised Nutrient Profile Model.
- **Advertising accessibility:** Share best practice & explore UK legislative mandate.
- **Online safety:** Support age assurance regulatory solution.
- **Sustainable advertising:** Provide guidance to navigate the regulatory environment.
- **Inclusive advertising:** Demonstrate effectiveness of reaching a diverse audience.

- **Sky/ITV:** Influence & shape a suitable outcome for members.
- **Agency Contracting:** Drive awareness & adoption of latest Creative & Media Frameworks.
- **Platform Accountability:** Advocate for secure and appropriate protection for users.
- **Agency Mergers:** Advise & support members on the potential implications.
- **Publish Proprietary Media guidance.**

- **Adopting & Scaling AI:** Publish guidance on the use of AI in creative assets and integration in operating models.
- **Marketing Operating Models:** Provide insights / guidance into different models, the options & their pros & cons.
- **Agency Commercial Models & Remuneration:** Cross industry workshop/study on the future of agency remuneration.

- **Expand existing training programme.**
- **Launch, practical AI training module.**
- **Publish results of third annual AI member survey:** Providing insights into adoption and skills gaps.
- **Inbetweeners Programme:** Implement a programme of support for marketers in between roles.