

The Business Case for Responsible Media: Executive Summary

The Business Case for Responsible Media, developed by ISBA in partnership with Ebiquity, demonstrates that responsible media planning and buying is not a trade-off against performance - it is a driver of it.

Building on ISBA's 2025 [Responsible Media Guide](#), this report moves from principle to proof, setting out the commercial case for responsible media across five key areas: sustainability, inclusion, data governance, brand safety and artificial intelligence. It shows that consistent improvements in these areas deliver measurable business outcomes including stronger effectiveness, lower costs, improved brand equity and reduced regulatory.

The evidence is clear:

- Sustainability practices can contribute up to 10% of brand equity and are linked to stronger ROI
- Better data governance can deliver 33% lower cost per action and improved returns
- Governed use of AI can unlock 30- 40% efficiency gains
- Inclusive campaigns drive stronger long-term sales and customer loyalty
- Advertising in trusted environments improves effectiveness while reducing brand risk

Taken together, the findings underline a central point: better media choices lead to better business outcomes; reducing waste, improving performance, and protecting brands in a more complex regulatory environment.

The report is designed to help marketers build a compelling internal case for change, equipping them with evidence, case studies and practical actions that can be applied across their organisations and supply chains.

Alongside the report, ISBA has developed two additional tools:

- [The Responsible Media Campaign Checklist](#): a practical, campaign-level tool that translates these principles into action. It enables marketing teams, agencies, procurement and legal functions to align around a single framework, reduce duplication, improve governance and make more confident, consistent decisions from briefing through to delivery.
- [The Community Directory](#), in partnership with The Unstereotype Alliance: a **directory** of media partners focused on reaching and representing diverse audiences

Ultimately, responsible media is not a separate agenda; it is core to effective, accountable and future-fit marketing.

For further information on Responsible Media support for ISBA members, contact BobC@isba.org.uk.

If you aren't an ISBA member and would like to find out more about the benefits of ISBA membership, contact EmmaS@isba.org.uk