



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

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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

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.

2026 Priorities

- Strengthen advertising effectiveness through better measurement and shared best practice.
- Promote responsible, safe, and compliant advertising.
- Increase transparency with stronger retail standards and independent verification.
- Modernise operating models and talent development across the industry.

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: **Kristy McCready**
Head of Advertising and Marketing Communications, HSBC



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



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.

2026 Priorities

- Improve TV & Video effectiveness with clearer definitions, better evaluation, and stronger planning tools.
- Increase transparency in streaming, acquisitions, and programmatic TV.
- Build talent through market insight and clear skills development.

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.



Chair: **James Filkin,**
Media Director, P&G



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.

2026 Priorities

- Strengthen digital effectiveness with unified metrics, creative testing best practice, and AI/LLM learning.
- Promote responsible advertising through AI cost transparency and updated legal/ethical guidance.
- Improve transparency with better brand controls and clearer AI-driven safety standards.
- Build talent by educating members on practical AI use in digital advertising.

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



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.

2026 Priorities

- Improve advertising effectiveness through stronger measurement standards, shared best practice, and AI-driven learning.
- Boost industry alignment and transparency with better data access from media owners.
- Elevate effectiveness understanding across procurement, finance and marketing.

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



AI

An advertiser led forum, the AI Steering Group brings together hands on practitioners to help shape ISBA's approach to Generative and Agentic AI, focusing on responsible, effective adoption across UK advertising.

The group provides a trusted space for members to share real world case studies, discuss emerging issues, and translate learnings into practical member guidance, toolkits and best practice frameworks.

Core themes include AI in consumer facing creative assets (ethical, legal and performance considerations), agency relationship implications, and upskilling talent.

Contact: NickL@isba.org.uk

Membership is **by invitation** and designed to reflect a cross section of disciplines (marketing, creative, media, IT, legal, compliance, procurement).



Co-chair: **Neill Torbit**
Head of Brand Design & Creative, Rightmove



Co-chair: **Meg Gatenby**
Head of Marketing Technology, Natwest



Public Affairs Forum

ISBA’s Public Affairs Forum provides our members with a space 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.

2026 Priorities

- Navigate political turbulence and brief members around changes in policy
- Bring opinion formers and experts to ISBA members
- Provide forum for discussion of macro issues affecting sector, e.g. social media

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, including ensuring that government kept its promise on the exemption for brand advertising from the ‘less healthy’ food and drink (LHF) restrictions.

The group continues to pay close attention to how the new law is working – 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 and the UK Government’s proposed changes to the Nutrient Profile Model.

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.

2026 Priorities

- Regulatory updates on compliance with LHF restrictions and emerging issues
- Coordinate member response to Nutrient Profile Model consultation
- Respond to and advocate around Scottish proposals restricting alcohol advertising

Contact: RobN@isba.org.uk

This group is open to all ISBA members.



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.

2026 Priorities

- Navigate the impact of AI on Advertising
- Improve Marketing Procurement’s ability to support greater marketing effectiveness
- Future proofing Marketing Operating Models

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



Creator Marketing Forum

This group works to engage with, understand, and harness the phenomenon that is creator 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 creators 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 creators – ensuring regulatory compliance, backing greater diversity, and enabling our members to employ authentic and effective creator marketing.

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

2026 Priorities

- Keep members informed of creator measurement standards
- Evolve the Creator Code of Conduct

Contact: RobN@isba.org.uk

This group is open to all ISBA members.



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



Future Operating Models

A member forum focused on the evolution of marketing operating models, helping advertisers design structures that deliver stronger commercial outcomes, greater control, and long term capability.

The forum explores how brands are balancing in house and agency models, with a clear focus on governance, data ownership, capability building, talent, and value creation. Members share practical learnings from different operating model choices and examine what “good” looks like at different stages of maturity.

Sessions bring together a broad range of perspectives and real advertiser experiences with input from industry leaders and practitioners. Core topics include AI and automation, integration of media, creative and CRM, and operating models that enable speed, effectiveness, and accountability.

The forum is relevant to all seniority levels with responsibility or interest in marketing operating models, from transformation leaders to functional owners.

2026 Priorities

- In-house/outsourced considerations for Gen AI
- Impact of Gen AI on creative processes
- Evolving Agency Commercial Models

Contact: MarkW@isba.org.uk

This group is open to all ISBA members.



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



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.

2026 Priorities

- Continue to evolve the Responsible Retail Media Framework which sets essential standards and a clear roadmap to help brands, retailers and partners align and improve retail media performance.

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.

2026 Priorities

- Embed sustainable practice into marketing & media operations
- Prove the commercial value of sustainable marketing
- Strengthen and simplify sustainable communications

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



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.

2026 Priorities

- Prove the impact of inclusive marketing and strengthen accessibility standards.
- Improve transparency with consistent inclusive practices, scalable accessibility tools, and a diverse publisher directory.
- Build talent through targeted accessibility and inclusion training.

Contact: BobiC@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



Legal Forum

This forum brings together in-house legal counsel, procurement leaders and marketing stakeholders responsible for advertising, media and agency contracting. The group provides a trusted peer forum to discuss emerging legal, regulatory and commercial issues affecting advertisers, helping members navigate change, share practical experiences and improve business outcomes. The group builds on the strong engagement ISBA has achieved through its contract frameworks, legal seminars and guidance programmes.

Members will gain early visibility of legal and regulatory developments, practical insights on applying ISBA's contractual frameworks, and access to a network of peers facing similar challenges. The group will also provide a channel for members to influence future guidance, framework development and legal support resources across the industry. ISBA's contract templates remain among its most widely used member resources, and the Legal SIG will help ensure advertisers continue to benefit from shared expertise and evolving best practice.

What the group will cover:

- Updates to the ISBA Media Services Framework (MSF) and Creative Services Framework Agreement (CSFA)
- Generative AI governance, policy development and contractual protections
- Consumer protection, advertising regulation and competition law developments
- Data, privacy, intellectual property and content rights
- Risk management, dispute resolution and governance frameworks

How it will operate

Engagement with the group consists of quarterly legal seminars focussed on industry developments. As well as a series of adOhoc events and sessions focussed on agency contracting best practices.

Who should attend?

- General Counsel and legal professionals
- Marketers responsible for advertising standards and governance
- Procurement Leaders responsible for agency contracts

Contact: MarkW@isba.org.uk

