

I S B A

Strategic Plan & Operating Priorities 2026



One
Voice

3-5 Year Strategic Plan



Our Mission:

Help our members to navigate, shape, and succeed-in
the most complex and fast-changing advertising
landscape in living memory.

1) Enable Effectiveness & Trust in Advertising**2) Ensure Transparency of Supply Chains****3) Help Members Navigate the Future****Key Workstreams**

- **Cross-Media Measurement**
 - Origin scale-up & rollout
- **Advertising Best Practise**
 - The case for balanced Demand Creation & Conversion plans
 - Retail / Influencer / GEO etc.
- **Responsible Advertising**
 - Sustainability / Accessibility / Inclusion / Regulatory Affairs

- **Online Safety – Brand & User**
- **AI Automated Processes**
 - Creative / Media / Research / Strategy / Social Media
- **Agency Contracting & Remuneration**

- **Mergers & Acquisitions**
 - Media & Agency
- **Agency Operating Models**
 - AI / Talent / value-chains etc.
- **Advertiser Operating Models**
 - In-housing vs Out-sourcing / AI Integration / Talent & Skills Requirements

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Strategic Priorities

1) Enable Effectiveness & Trust in Advertising

2) Ensure Transparency of Supply Chains

3) Help Members Navigate the Future

BIG BETS

A Balanced Approach to Marketing Investment



Shaping the Future of a Brand Safe Online Environment



Building Future Fit Advertiser Operating Models



For more information about ISBA please email: membershipdepartment@isba.org.uk