

## **ISBA Priorities for 2024**

### **Positioning**

ISBA is the only **body that represents brand owners advertising** in the UK. We empower them to **understand the industry and shape its future** because we bring together a **powerful community of marketers** with common interests; lead **decision-making with knowledge and insight**; and give a **single voice to advocacy** for the improvement of the industry.

### **Purpose**

To create an advertising environment that is **transparent, responsible and accountable**; one that can be **trusted** by the public, by advertisers and by legislators.

### **Strategic Principles**

ISBA will:

- Empower advertisers to create **media, agency and digital supply chain relationships** which deliver value transparently and sustainably.
- Lead the industry in creating an inclusive and sustainable advertising environment that delivers **positive societal and economic impact**.
- Deliver **thought leadership and actionable learning, advice and guidance**, working with our community of members and with partners.

### **Our Big, Audacious Goal**

- Successfully launch **Origin** in 2024 as a global prototype to meet the WFA's Industry Principles.

The ISBA logo consists of the letters 'I', 'S', 'B', and 'A' in a white, bold, sans-serif font, spaced out and centered within a dark blue rectangular background.

To empower advertisers to create **media, agency and digital supply chain relationships** which deliver value transparently and sustainably, ISBA will:

## 2023

- Launch a global prototype of **accountable cross-media campaign measurement** in the UK in 2024:
  - Conduct Alpha and Beta Trials of **Origin** in 2023 and establish a commercial venture.
  - Secure ongoing Origin funding through the **establishment of a Fractional Advertiser Contribution** on media being measured.
  - Ensure **full ISBA membership support** for Origin by implementing an exceptional, one-off subscriptions charge.
- Improve **financial transparency and efficiency of programmatic supply chains** by enabling independent, end-to-end audit:
  - Launch report on 2022 **PwC Programmatic Supply Chain Study**, evidencing positive movement since 2020.
  - Identify **further improvements** and pursue through industry taskforce.
- Improve **transparency of advertiser contracts with media agencies**, enabling closer alignment of commercial interests.
  - Drive further industry adoption of ISBA's **media services framework 2021**, rolling out more tailored communication and learning for different audiences, particularly the procurement community.

## 2024

- Successfully launch **Origin** in 2024 as a global prototype to meet the WFA's Industry Principles:
  - Conclude trials and proceed to **launch Origin's Minimum Viable Product**.
  - Ensure advertiser and agency **adoption**, based on user understanding of why and how to use Origin.
  - Clarify Origin's role in the measurement of advertising **effectiveness**.
  - Create a robust **roadmap** for expansion of market coverage.
  - Incorporate Origin and secure its long-term **funding**.
- Conduct further digital **supply chain** examination based on member priorities, focused on delivering best practice guidance.
- Thoroughly update both **media services and creative services frameworks** to reflect market developments, including generative AI.
  - Partner with WFA to drive understanding and global **adoption** of the media services framework.
- Follow up ISBA's Responsible **Retail Media Framework** with cross-industry agreement on further definition of standards.

To lead the industry in creating an inclusive and sustainable advertising environment that delivers **positive societal and economic impact**, ISBA will:

### 2023

- Achieve **net zero emissions from advertising** by 2030:
  - Ensure that **Ad Net Zero** measures and drives reductions in Greenhouse Gas emissions from advertising, working with the AA and across the industry.
  - Ensure that industry-agreed governance, policies, standards and methodology are developed and applied.
- Improve **Diversity & Inclusion** amongst advertisers, supporting the AA's **All In** and developing and rolling out implementation guidance and support for brand owners.
  - Develop the role of **ISBA's Advisory Council** in ISBA's governance and support it in demonstrating its impact.
- Continue to execute **ISBA's Political Strategy, strengthening ISBA's relationships with legislators and with officials**, leveraging advertisers' commitment to positive societal and economic outcomes.
  - Support the successful passage of the **Online Safety Bill**, endorsing amendments where necessary.
  - Support the introduction of the bill to provide the Competition & Markets Authority's **Digital Markets Unit** with statutory powers.
  - Respond to consultation on draft regulations to govern TV and online advertising restrictions for foods **high in fat, salt or sugar** from 2025. Press home arguments for alternative, effective measures to be taken to tackle childhood obesity.
  - Shape DCMS thinking on the future of the **self- and co-regulation of advertising** in advance of the response to the Online Advertising Programme consultation, reinforcing the role of the ASA and securing support for its long-term funding.
- Working across the industry, agree a coordinated advertiser position on platforms' delivery of **age-assured audiences**.
- Roll out training for members in the implementation of the brand safety playbook and tools developed through the **Global Alliance for Responsible Media**.
- Support the **industry imperative to attract and retain talent**, working with the AA.

### 2024

- Meet brand owners' needs for **sustainability** in advertising:
  - Ensure **regulatory clarity** from the ASA.
  - Deliver a common **media emissions measurement framework**, supporting WFA and GARM.
- Partner with WFA and with UDM in France to lead the **Advertising Accessibility Alliance**, creating standards and best practice from lead market adoption.
- Execute ISBA's **Political Strategy** against regime uncertainty;
  - Ensure ISBA is well-placed to **advocate** on behalf of brands given any outcome of a General Election, by continuing to strengthen ISBA's relationships with legislators and officials.
  - Chair Influencer and Age-Assurance Working Groups within the **Online Advertising Taskforce** action plan, securing commitment to industry action to protect young people.
- Continue to drive higher **brand and user safety standards** from social media platforms through active participation in the Global Alliance for Responsible Media.
- Drive **GARM adoption** with member training in the use of first- and third-party tools.

To work with our community of members and with partners to deliver **thought leadership and actionable learning, advice and guidance**, ISBA will:

### 2023

- Maintain **high member engagement** in ISBA through participation in and between working groups and governance bodies, facilitated by remote communication. Balance remote and in-person contact.
- Reinvigorate ISBA's member **procurement community**, working cross-functionally and across the full range of ISBA's supply chain priorities.

### 2024

- Increase **member engagement**, with more members actively involved in ISBA activity.
- Strengthen engagement with ISBA's **procurement** community, building relationships with key opinion formers.
- Produce further advice and guidance for brands in the use of **generative AI**.
- Develop ISBA's **media training** selectively, based on member demand for greater media expertise.