



ISBA

2022 REVIEW

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.

DELIVERING MEMBER VALUE IN A VOLATILE CLIMATE

There is no escaping the fact that 2022 has been a tough year economically and politically. Marketers more than ever have needed guidance, support and their voices heard. ISBA has worked hard to meet these challenges and ensure members are being supported now and in the future.



PARTNERSHIPS PROGRAMME

Our partners have provided useful educational pieces to support our member's ability to effectively manage their agency relationships. Now with over 200 pieces of content we've seen high level of member engagement with content relating to; programmatic, the 2021 Media Services Framework, in-housing and media effectiveness. Member visits both unique and aggregate to content pages are up on 2021 and 20% higher vs the inception of the partner programme in Q4, 2019.

PUBLIC AFFAIRS

Advertisers have faced a deluge of proposed legislation and regulation in 2022 – and ISBA's Public Affairs team has sought at every stage to ensure that the brand voice is elevated and heard.

Political uncertainty has of course impacted every sector of the economy, communication with an ever-changing cast list of Ministers proving a particular challenge. However, we have stayed the course in executing our Political Strategy: building links with all political parties; bringing expert voices to forums including our Strategic Policy Action Group; and playing a full part in consultations, roundtables, and engagement with officials.

Food and drink advertising has been a major focus as the Government repeatedly delayed the implementation of the HFSS broadcast watershed and online ban. Consistent lobbying from ISBA and our sister trade bodies has convinced Ministers that industry needs more time properly to adapt to the rules, now due in October 2025.

Meanwhile, we have also ensured that the brand voice was heard in opposition to the sale of Channel 4, with a final decision expected at any time. Looking ahead, we have legislation on the UK's post-Brexit data regime and digital competition to engage with, as well as ongoing work on the Online Safety Bill.

The pace will not let up in 2023, either on individual pieces of law, or longer-term challenges such as sustainability and the future of the self-regulatory system. Our goal has been and will continue to be to make the case for an advertising environment and industry trusted by legislators – so that in partnership we can meet the major challenges our country faces, and so that our industry is enabled to grow, change and invest.



One
Voice

MEDIA

Our focus on Origin as ISBA's Big, Audacious Goal has led to the execution of an £11m programme to build the measurement system in 2022 and the appointment of Tom George as CEO. We are now driving to secure backing to take the product through 2023, to trials to launch. Throughout, advertiser demand and preparedness to commit has been the driving force evidenced in the unanimous decision by the ISBA Council to agree to a small member subscription increase allowing every member to be a part funder of Origin.

ISBA's cross-industry work on the programmatic supply chain has led to an audit toolkit and a new study, the results of which will be shared with members in January 2023. The study learnings will be used to develop and drive improved industry standards in programmatic auditing via the ISBA founded cross-industry taskforce.

The follow-up to the Enders Future of TV Trading report remains in progress. However, we gave priority in 2022 to opposing the proposed Channel 4 disposal. The work has informed our response to the Ofcom consultation on PSB ad minutage and guided our successful lobbying with broadcasters in the days following HM The Queen's death.

Our efforts to help brands navigate third-party cookie deprecation remains front and centre, despite the postponement of their withdrawal from Chrome until 2024. We will continue to offer members expert advice sessions to aid in their preparedness via our privacy centric marketing sessions.

AGENCY SERVICES

Working jointly with the IPA the Pitch Positive Pledge set out to improve the advertising industry's pitching behaviour to drive better outcomes including more transparency, better mental health and so better-quality work, fewer costs and less wastage. It's been well received by the industry with 260 signatories across advertisers, agencies and intermediaries.

2022 has seen continued promotion of the 2021 Media Services Framework. It remains an important tool for driving transparency and improved outcomes for advertisers in their media agency relationships. This has been supported by content from our partners to help members understand how the landscape has evolved.



THE ISBA MEDIA FOUNDATION CERTIFICATE

Following the success of the ISBA 101 Knowledge Sessions, ISBA developed a CPD accredited learning programme to address members' desire to increase media and marketing knowledge across their industry's talent pool. During 2022 150 delegates joined the programme representing 24 member companies. 16 of them achieved the Certificate in November with the rest due to qualify in early 2023.



INCLUSION AND SUSTAINABILITY

The fifth and sixth waves of the Representation in Advertising Tracker took place meaning we now have three years of data showing how representative of society people in Britain think advertising is. The top line results suggest that some minority groups do see themselves better represented in ads but there is still a lot of work to do in this area.

All In, the initiative to encourage inclusion in the advertising community continues to make steady progress, ISBA has supported new training programmes and ensured marketers are aware of their role in making the industry a truly representative place to work.

The Ad Net Zero programme, co-founded by ISBA, has made global progress. ISBA's focus is now on measurement, standards and the creation of a framework to incentivise advertisers driving positive behavioural change, making the case for advertising as a force for good.