

I S B A

ISBA Membership

One
Voice



Contents



*Parent company logos shown only

Why join

Join ISBA today & become part of our powerful community of marketers.



Have a voice on the issues that matter to advertisers



Stay at the forefront of industry



Understand the media landscape & shape its future



Share best practice and knowledge with other marketers



Access tools, objective guidance & advice to build effective supplier relationships

Why join



Being part of ISBA is a must have for any marketing leader. It's easy to exist in your own brand bubble and membership gives us a front row view on what is going on in the industry. Whether it's demonstrating ROI and proof of measurement through ISBA's Origin cross-media measurement platform or access to extensive learning & development and best practice resources, I can ensure that my team are change-makers at the cutting edge. The learnings, efficiencies and value we continue to extract from our membership are immeasurable against the cost."



Pete Markey
CMO Boots UK and ISBA President



Why join

The value of ISBA to our members



The resources and tools are invaluable. The training sessions are great. And if I have ever needed to contact you directly for guidance, the response has been excellent.



There are always political and economic developments which require a clear voice on behalf of all advertisers. ISBA delivers this.

SAMSUNG



The ad landscape changes so quickly, it's really important to have easy access to content that can keep me and my team up to date - keeps people enthusiastic about their role and how they can make a change to the business and gives credibility to the team. Virtual access has been a game-changer.



The ability for the industry to lobby the Government, Media Owners and Agencies as a collective is vital. We simply wouldn't get the focus without ISBA. This has been particularly tangible with the tech giants.



The sessions that I have attended at ISBA always result in me looking at my work from a different perspective, plus having the time to network with like-minded colleagues.

HONDA



Having a forum to raise consistent challenges that appear across the industry and collaborating to resolve them is really important to move our industry forward.



ISBA is an important voice for advertisers and has shown itself to be effective in making partners sit up and listen.



The role of ISBA

- ISBA is the only body that represents brands owners advertising in the UK.
- Our purpose is to champion an advertising environment that is transparent, responsible and accountable... one that can be trusted by the public, by advertisers and by legislators.
- Our outlook is global and we work with members and bodies worldwide to ensure the UK maintains its place as a world leader in setting industry standards.

You can see ISBA's priorities

Q1

origin

Concluded the Origin Alpha trials, with ISBA members testing the User Interface.

Held a roundtable dinner for a group of our members with Labour Party candidates ahead of the General Election – one of the only trade bodies to do so.

Took over leadership of the Ad Accessibility Alliance, launching the mission to make advertising accessible to all.



Responded to the consultation on CAP's guidance for the new rules on "less healthy" food and drink (LHF) in advertising.

Convened Age Assurance and Influencer Marketing sub-groups as part of the Online Advertising Taskforce.

Launched the Media Excellence Certificate, a CPD-accredited training programme building on the success of the Media Foundation Certificate.

2024 Impact

Throughout the year, ISBA has delivered against the priorities we set – working to create a transparent, responsible and accountable advertising environment that can be trusted by the public, advertisers and legislators.

From reaching major milestones with Origin, our ambitious cross-media measurement platform, to improving influencer marketing with a major refresh to our Code of Conduct, it's been a year of big achievements for the only trade body that represents brand owners advertising in the UK.

Q2

Secured **£50m** of funding for Origin over **5 years**



Launched Generative AI Guidance and Contract Terms in response to members needing greater clarity on how to use Gen AI in their marketing activity.

Hosted members and new Labour MPs at a unique event, one of the first trade associations to do so since the new Government came into power.

Held a roundtable for ISBA members with CAP and the CMA to workshop their guidance on environmental claims in advertising.

Won a WFA Global Marketer Award for the ISBA Retail Media Framework. The success of the Framework has led to the launch of a Retail Media Landscape Study, due to be completed in 2025.

Announced Pete Markey, CMO of Boots and Marketing Week Marketer of the Year 2023, as the new ISBA President.

Q3



Launched the inaugural ISBA President's Awards, with five ISBA members recognised for their work to build a more accountable, responsible and transparent advertising environment.

Commenced the Origin Beta trials, with

35 members

testing real campaign data across YouTube, Meta and linear TV.

Completed the Membership Survey

92%

of ISBA members are happy with their membership

Launched the Origin Media Landscape Study, providing a rich data source for ISBA members who are using the cross-media measurement platform.

Q4

Joined the CAP Working Group drafting the much-needed LHF advertising guidance.

Commenced a mail measurement pilot study, a major step forward combining JICMAIL's mail measurement panel with Origin's cross-media measurement capabilities.



Launched the fourth version of our Influencer Marketing Code of Conduct. The Code has been fundamentally rethought, with detail on the best practices expected of brands, talent and influencer marketing agencies, and influencers themselves.

For more information on ISBA's activity during the last year, please visit

www.isba.org.uk/news-and-views

About membership



- Membership is corporate with unlimited access for your UK team and global teams with a UK interest or element to their role
- Access to ISBA and its resource is open to ALL of your team (no limit on numbers)
- ISBA can support all of your teams involved in marketing e.g. Marketing, Media, Communications, Marketing Procurement, Public Affairs, Digital, Legal
- Membership fees are based on UK Media Spend and renew annually
- ISBA will work closely with key stakeholders to carry out inductions across your teams and set an engagement plan to ensure you maximise your membership

Team benefits

Put your team at the forefront of the industry



Share knowledge and
drive change through
ISBA Groups



Access to a programme
of content covering the
topics that matter
to marketers



Access to advertiser-
led, expert guidance and
advice to support your
agency and supplier
relationships



Objective advice &
guidance on the evolving
media landscape

Team benefits

Adding value across your business

Senior Marketer	Marketing Procurement	Legal	Media	Public Affairs
Recognition that you are a responsible advertiser, shaping industry change	Keep up to date on the latest agency remuneration trends	Agency contract templates for Media, Creative, Influencer, and Gen AI services, as well as best practice guidance	Understanding the big challenges in media and working collectively to educate and drive change	Dedicated Public Affairs Forum
Stay ahead of emerging trends, critical industry updates and initiatives	Network with fellow marketing procurement professionals	Help shape our future contract resources and guidance; be a leader in creating a more transparent and effective advertising industry	Stay informed through dedicated comms	Sector specific working groups such as HFSS, alcohol and gambling
Senior roundtables, forums, events and individual briefing sessions with ISBA Director General	Learn about the key challenges facing marketing departments	Keep up to date on advertising legal topics via our seminars and newsletters	Networking, dinners and virtual knowledge sessions	Insight and intel on policies of the new Government and Opposition
Access to our Knowledge Hub, member groups, learning and development and member-only events for your team	Agency service support on how to build a competitive and effective agency relationship	Legal helpline	Access to industry experts, media support, tools and resources	Support and guidance on important industry issues, from sustainability to brand safety

Member Groups

Share knowledge and drive change through ISBA Groups

ISBA thrives on the collective involvement of its members and 95% of members sit on one or more of our groups and committees.

Our members work together to identify key challenges and take positive action collectively to improve the industry.



Being able to sit with peers from across the spectrum of advertiser sectors and share concerns and opportunities across effectiveness measurement is a hugely stimulating and rewarding activity that has definitely improved the way I think about challenges in this very complex area, and given me a much stronger sense of the agency that advertisers have with their supply chains.



Peer to peer networking is really useful when we discuss how we're all approaching various common challenges we're all facing.



Thank you ISBA. Media leaders need a strong organisation to facilitate their collective voice and you provide that.



I'm always hungry for more news to bring back in. The external perspective ISBA provide is great.



Member Groups

ISBA Groups



Media Focussed

Insight & Effectiveness

Media Leaders

Digital Performance

TV & Video

Find out more on group priorities and workstreams



Government & Regulation Focussed

Tech Governance and Ethics

Food & Drink Working Group

Strategic Policy Action Group



Special Interest Groups

Future Operating Models

Inclusion Network

Influencer Marketing

Marketing Procurement

Retail Media

Sustainability Forum

Learning & Development Sessions and Events

A programme of online learning and events covering the topics that matter to marketers

Our programme of virtual sessions and face to face events helps marketers stay on top of the media and advertising landscape.

- 101 Knowledge Sessions: programme of virtual sessions to help marketers develop their knowledge and be inspired by the latest thinking
- CPD accredited Media Foundation Course
- CPD accredited Media Excellence Course
- Face-to-face & virtual sessions with expert speakers

Plus

- Joint Industry Conference with The Advertising Association (AA) and The Institute of Practitioners in Advertising (IPA)
- Annual President's Lunch
- Discounted and complimentary places to Industry events e.g. Advertising Week, Media 360



View our full 101 Knowledge
Session Programme

Find out more about our full learning
and development opportunities

Expert guidance and advice

Expert guidance and advice to support **agency relationships**



ISBA's agency services team is focused on helping members maximise the results from their agency relationships

- Understanding commercial norms, options & benchmarks
- Agency contracting best practice
- Approaches to agency management
- A forum for marketing procurement specialists
- A rich library of content to provide guidance on best practice on building high performance agency relationships

[View our agency management resources](#)

Expert guidance and advice

Expert guidance and advice on the evolving **media landscape**

ISBA holds a unique position within the industry. As the voice of advertisers we take an advertiser-led view of emerging trends and challenges across the industry.

We provide members with 1-1 guidance as well as expert content to help them build their understanding of the latest issues and make the best decisions for their business.

[View our media resources](#)

Addressing the Marketing skills gap

Diversity & inclusion

Evolving media and trading landscape

Brand safety

Re-unification of Media and Creative

Sustainability

Commerce media

Measurement

Effectiveness

Expert guidance and advice to support agency relationships

Advice & guidance on the evolving media landscape

Member focus sessions

We can deliver briefing sessions to your team either virtually or face-to-face. ISBA specialists will take your team through:

Media

An update on the key challenges that marketers face today which can include:

- Accessible Advertising & Inclusive Media
- Cross-media measurement – The Advertiser’s North Star through Origin
- Effectiveness
- Future of TV – emergence of streaming platforms and growth of connected TV
- Media inflation
- Retail Media
- Supply chain transparency & Privacy

Agency Services

Agency Services is focused on helping members maximise the results from their agency relationships through:

- Latest agency remuneration trends (benchmarks, surveys and best practice guides)
- Contracting best practice
- Approaches to agency management
- Workshopping industry challenges with our marketing procurement group

Focus sessions include:

- Creative & Media Agency Contracting – Achieving transparency and aligning financial interests
- Agency Management Resources – How to build high performing agency relationships
- Generative AI Contracting with Agencies: Responsible adoption

Member focus sessions

Public Affairs and Regulation

- The roles of the ASA, CAP/BCAP, Clearcast, and our fellow trade bodies

Understand how we are playing our part in building a better industry:

- Industry initiatives on diversity & inclusion, green claims & sustainability, and accessibility

Updates on the issues impacting advertisers and marketers:

- What developments in the new Parliament mean for marketers
- How a change in government is transforming the debates around advertising
- Fresh controversies around online harms and brand safety online

Team Update

Briefing on the full ISBA resource and how to make the most of your membership, including:

- ISBA's purpose and principles
- Our groups
- How ISBA can support on personal development for your team
- How to navigate our website (how to sign up, using the knowledge hub, booking on to events, viewing previous events, downloading content)
- Our partners

Member onboarding

Recently a leading FMCG company joined ISBA to ensure their team “stay at the forefront of the industry”. The ISBA membership team worked closely with them to set a plan in place to ensure they maximise the value from membership.

Over the first three months of their membership we

- ✓ Arranged an introduction session to their leadership team to take them through the resource available to their team and to understand their priorities.
- ✓ Carried out a presentation to the wider team on the resource available to them and how to access and engage.
- ✓ Worked with the senior stakeholders to identify which members of the team would be joining the ISBA groups and arranged introductory calls with the relevant ISBA lead.
- ✓ Ensured all appropriate connections were made across their team with the relevant ISBA lead (e.g. public affairs, media, marketing procurement and senior marketers)
- ✓ Diarised regular check-ins for their first year to check on how the membership is working and identify new opportunities and support that may be relevant

The joining process and membership fees

Membership is open to brand owners advertising in the UK . It is corporate with unlimited individual access for your UK team and anybody based elsewhere who has a UK element to their role or interest. We ask new members to confirm their spend and use Nielsen Media Ranking (NMR) data as an approximate guide. Subscriptions are calculated on your annual UK media spend and start from £7,200 + VAT for a spend of up to £3 million pa. We also offer subsidised rates for charities spending over the entry level fee.

ISBA membership fees also include:

- 1 ticket to ISBA's Annual Joint Industry Conference
- 1 ticket to ISBA's annual President's Lunch
- Access to the WFA's programme of webinars
- Access to a legal helpline

Get in touch with Emma Sutton to find out how ISBA membership can help your business.



Emma Sutton

Head of Outreach and Engagement

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Information on terms and conditions of membership can be found [here](#).