

# LEAD 2023

**ADVERTISING  
ASSOCIATION**

**IPA**  
Incorporated  
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**I S B A**

## **The Advertising Industry's Summit**

**January 25, 2023  
Odeon Luxe Leicester Square**



# Foreword

Key learnings from advertising's annual summit,  
hosted by the Advertising Association, IPA and  
ISBA

With thanks to our partners



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## **Session: Minister's Keynote**

**Speaker: Michelle Donelan, Secretary of State for Digital, Culture, Media & Sport.**

### **Summary**

Michelle Donelan MP addressed the audience at LEAD showcasing her plans for the industry. The Minister stated that the creative industries have a strong ally in her, highlighting her focus on promoting and supporting the UK's world-renowned creative industries – in which advertising plays a huge part.

### **Key Take-Aways:**

1. Evidence-based decision making will be at the forefront of the Secretary of State's tenure at the Department of Digital, Culture, Media, and Sport. For example, the motivation to not proceed with the sale of Channel 4 and explore alternatives for its long-term sustainability.
2. Highlighted the progress of the Online Advertising Programme and the Online Safety Bill to tackle harmful online advertising and protect children, while praising the work of the ASA as advertising's self-regulatory system. Confirmed that any changes Government make will build on and complement the existing self-regulatory regime, and that they will focus on tackling the most significant and concerning illegal content.
3. Outlined the Conservative Party's aims to give people the right skills to flourish in creative industries, recognising the importance of the UK's creative industries to the wider economy.
4. Plans on working closely with the Department for Education to increase the take up of creative apprenticeships.
5. By 2030 she will deliver the Creative Industries Sector Vision which will outline plans to train a new generation of highly skilled workers, whilst at the same time giving the current workforce new opportunities to retrain and learn new skills.

**Session Length: 10 minutes**

**You can watch the full session [here](#).**

## **Session: Opposition Keynote**

**Speaker: Lucy Powell, Shadow Secretary of State for Digital, Culture, Media & Sport**

### **Summary**

The Shadow DCMS Secretary set out Labour's agenda and aspirations for the creative industries, highlighting Labour's view of Britain's future prosperity as intrinsically linked to its home-grown industries, with the creative industries being one example of a Great British success story.

### **Key Take-Aways**

1. Advertising and marketing industries are at the heart of a successful economy – citing her backing of the creative industries 'to the hilt'. However, on the challenges faced by our industry this year: ad spend is often the first budget line to be cut & the cost-of-living crisis means that consumers are tightening their belts with the knock-on effect this has on revenue.
2. The first and central task of the next Labour government will be to get Britain back to meaningful growth. Check out the Labour Creatives Network to learn more about Labour's programme for Government.
3. Labour aims for the Government to deliver the Media Bill and reform prominence, which affects Public Service Broadcasters.
4. Labour aims to support and help address the talent shortages in the advertising industry and the party will reform the apprenticeship levy giving businesses more flexibility.
5. On the upcoming Online Advertising Programme, Powell believes the independent regulation system is working well and wants to work in partnership with industry. Focuses on tackling the spread of disinformation, which she believes would protect business and brand reputation.
6. Aspiration to build a New Settlement for the Digital Age - where power and knowledge are in the hands of consumers and citizens, and data and digital are used for the common good.

**Session Length: 10 minutes**

**You can watch the full session [here](#).**

**Session: Political Keynote**

**Speaker: Kate McCann, Political Editor, TalkTV**

**Summary**

Kate McCann discusses the latest news and developments in Westminster, how those are affecting political journalism, the importance of personality in politics and much more.

**Key Take-Aways**

1. Don't overestimate the power of the personal vote in politics. When two parties' policies are similar, personality can play an important role in voters' decisions.
2. The relationship between the UK with the EU is not going to fundamentally change from where we are now.
3. Has noticed a shift in Labour's strategy towards using more "punchy" language.

**Session Length: 25 minutes**

**You can watch the full session [here](#).**

## **Session: Investing in Our Talent's Future**

**Speaker: Alessandra Bellini, CCO, Tesco; President, Advertising Association**

### **Summary**

Talent is the lifeblood of UK advertising, and our industry provides a good hunting ground for people with different creative and business skills. This session shared the work of the AA's Talent Taskforce, including new research by UK advertising thinktank, Cremos, and set out the strategies to be delivered by the AA to help companies across the industry recruit and retain the best talent.

### **Key Take-Aways**

1. Announced the AA's Talent Report: Investing in Our Talent's Future, developed by Cremos & The Talent Taskforce, designed to help us address the talent shortage. Check it out **here**.
2. The advertising and marketing workforce declined by 14% from 2019-2022.
3. Four initial actions were proposed:
  - a. Promoting our industry as a career choice to young people;
  - b. Developing a central industry hub for professional skills training;
  - c. Increasing successful uptake of the apprenticeship scheme;
  - d. Supporting best hybrid working practices.
4. In 2023, our industry needs to be: more trusted, more inclusive, and more sustainable. Learn more about AA's new 3-year strategy **here**.

**Session Length: 15 minutes**

**You can watch the full session [here](#).**

## **Session: 10X-ING Growth Through Creativity**

**Speaker: Julian Douglas, International CEO & Vice Chairman, VCCP; President, IPA**

### **Summary**

In these challenging times, the world has never been more in need of creative solutions to difficult problems. This session highlighted the power of creativity and what the best advertisers and agencies are capable of when it comes to accelerating growth - both for business and for wider society.

### **Key Take-Aways:**

1. We need to lead our industry to the future. We need to get better at doing things commercially, socially and economically.
2. Need for our industry to create campaigns with a positive societal impact. For example, the Cadbury's mum's birthday campaign and Eat Them to Defeat Them campaign.
3. Our industry can help tackle societal issues and be a driving force in repairing the damage from the pandemic.
4. We can't predict where the economy will be, but our industry does know how to speed things up. Companies that increase their marketing budgets during tough times show that when the economy recovers, they are in a better place in terms of market growth and ability to ride the storm.

**Session Length: 15 minutes**

**You can watch the full session [here](#).**



## **Session: Marketing in Unprecedented Times – How Efficiency and Effectiveness are Key**

**Speaker: Margaret Jobling, CMO, NatWest; President, ISBA**

### **Summary**

We are all working in unprecedented times. Economic and political upheaval is impacting every corner of the UK. The combination of this and global uncertainty has meant our current reality is volatile and complex. So how can marketers respond and what tools do they have that will allow them to take some control in a seemingly uncontrollable environment?

### **Key Take-Aways**

Marketers need to rebuild and reinforce through:

1. Trust – We need to rebuild public trust in advertising. It is vital we reduce the sense of bombardment that consumers have. Learn more about the AA's work on this **here**.
2. Transparency & Efficiency – A lack of transparency hinders marketers' ability to make choices.
3. Agency Relationships - When the interest of both parties is not aligned it leads to a lack of trust. This means difficult decisions for marketers around budgets and spending.
4. Regulatory certainty - We need evolution, not revolution and the Government has to work together with businesses so advertisers can be prepared to face regulatory changes.

**Session Length: 20 minutes.**

**You can watch the full session [here](#).**

## **Session: President's Panel**

**Speakers: Alessandra Bellini, CCO, Tesco & President, AA; Julian Douglas, International CEO & Vice Chairman, VCCP & President, IPA; Margaret Jobling, CMO, NatWest & President, ISBA; Nina Hossain, Broadcaster & Journalist**

### **Summary**

The three presidents from the AA, ISBA and IPA, discussed the challenges and opportunities for advertising in 2023 in a panel moderated by Nina Hossain.

### **Key Take-Aways**

1. On the main challenges ahead: mental health, talent shortages and market volatility.
2. All advertisers need to take some responsibility and control over the lack of transparency. We should use all the available resources in helping our employees do a better job.
3. On why a young person should stay in marketing: it is a profession that has at its core the passion and interest in human beings. The value the industry brings to businesses impacts both growth and culture. The advertising industry is in constant evolution, opening opportunities all around.
4. The AA's new Talent Taskforce aims to commission more research on why salaries in marketing are decreasing. If we upskill our talent, we can, in turn, encourage higher levels of salaries and improve effectiveness.

**Session length: 20 minutes.**

**You can watch the full session [here](#).**

## **Session: Navigating The Economic Headwinds In The UK Media Market**

**Speakers: Zaid Al-Qassab, Chief Marketing Officer, Channel 4; Nick Baughan, Director of Business Partners, Meta; Imogen Fox, Director of Advertising, The Guardian; Michaela Jefferson, News Editor, Marketing Week.**

### **Summary**

We are facing a time of complete uncertainty with the ongoing supply chain hangovers from the pandemic, the Cost-of-Living crisis, the war in Ukraine, the energy crisis, single digit growth and recruitment freezes. How do media leaders navigate these issues and how do we maintain the UK's position as the global hub for advertising and marketing services?

### **Key Take-Aways:**

1. Marketing budgets are always the first to come under pressure in an economic downturn, but companies need to stay optimistic and look to increase their marketing budgets. Evidence suggests increasing your marketing budgets in tough times helps companies recover faster in times of economic downturn.
2. Recent cost of living crisis research by the Guardian shows that: 50% of people will spend more if they trust a brand; 72% of people want to hear more from brands during this tough time.
3. Brands need to take the opportunity of talking directly to their customers.
4. Keep your sustainability targets, regardless of share price and the economy. There is optimism for the efforts surrounding the industry – there is progress through shared accountability and the consistency that Ad Net Zero brings to the industry is critical.
5. Pop culture moments are always an opportunity for advertisers to partner with brands.

**Session Length: 25 minutes**

**You can watch the full session [here](#).**

## **Session: Advertising's role in the net zero economy**

**Speakers: Seb Munden, Ad Net Zero Chair; Sarah Jones, Director of Planning, Sky Media; Chris Baker & Martin McAllister, Founders, Serious Tissues**

### **Summary**

The climate emergency is the most pressing issue affecting us all, and the advertising industry can play a huge role in driving positive change. This session looks at why change is needed now, and how the industry can support businesses and people to build a more sustainable future. Featuring The Sky Zero Footprint Fund and the 2022 winners, Serious Tissues.

### **Key Take-Aways**

1. We need to close the think-do gap when it comes to the climate emergency.
2. At Ad Net Zero, we offer a vision (zero carbon advertising) and a plan (The Ad Net Zero Action Plan).
3. On what Sky looks for when selecting the winners of the Sky Zero Footprint Fund: authenticity, impact (be able to demonstrate the impact you can make) and compelling creativity (campaigns that appeal to people).
4. There is a huge opportunity for advertisers in making small changes to consumer behaviour that have a massive impact on society.
5. Don't try to save the world just by advertising but buckle up your supply chain. Consider the importance of your supply chain and the impact of tackling emissions coming from it. Check out Action 5 of the **Ad Net Zero Action Plan** to learn more about it.

**Session Length: 20 minutes**

**You can watch the full session [here](#).**

## **Session: Becoming an All In Champion**

**Speakers: Dan Wilks, Research Consultant, Credos; Dan Clays, CEO, Omnicom Media Group UK; Natalie Trye, BRiM Lead, Client Councils & Industry Trades, Meta; Mimi Okorie, Account Director, Hearts & Science; Stephen Woodford, CEO, Advertising Association**

### **Summary**

Following 2021's All In Census – the first inclusion survey of the industry's workforce which generated more than 16,000 responses – an industry leader shares how they used the All In actions to help shape and accelerate their agency group's DEI journey, the impact of becoming an All In Champion, and the steps we can all take to create a workplace where everyone feels they belong.

### **Key Take-Aways**

1. The AA, IPA and ISBA are joining forces to improve representation and inclusion in the UK advertising and marketing industry.
2. One of the greatest challenges for our industry is talent retention.
3. Diversity could be viewed as a tree, with different communities being different branches with different needs.
4. When it comes to DE&I, as a leader, you need to be prepared to get uncomfortable; get comfortable with getting uncomfortable and have difficult conversations.
5. Everyone across our industry should take 15 minutes on March 15 to fill in the second **All In Census**, which will help us measure progress and further shape the All In Action Plan.

**Session length: 30 minutes**

**You can watch the full session [here](#).**

If you would like to know more about the work of the Advertising Association, ISBA and the IPA, please get in touch with us.

<https://adassoc.org.uk/>

<https://ipa.co.uk/>

<https://www.isba.org.uk/>