

I S B A

Priorities Scorecard

Q3 2024





Origin

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

Commenced the Origin Beta Trials with first tranche of 10 advertisers
 Published insight from and delivered data access to the Origin Landscape Study to beta triallists
 Began surfacing linear TV from the Origin panel second by second whilst continuing to explore options for agencies to surface and compare BARB data with Origin data



Empower advertisers to create media, agency and digital supply chain relationships which deliver value transparently and sustainably.

Completed our CRR (Contract Rights Renewal) member consultation and delivery of the associated report to ITV
 Published update to the Programmatic Financial Audit Toolkit to further improve ability for brands to conduct audits of financial transactions for programmatic supply chains.
 Scoped and issued finalised proposal to members for Retail Media Study in partnership with MediaSense
 Held first Responsible use of Gen AI event with 50 members attending
 Completed Marketing Remuneration Survey
 Created a successful self-assessment project for largest Retail Media Networks to assess themselves against



Lead the industry in creating an inclusive and sustainable advertising environment that delivers positive societal and economic impact.

Brought our members together with a tranche of Labour MPs after the General Election
 Drafting underway on the next version of our Influencer Marketing Code of Conduct
 Launched the latest Representation in Advertising Tracker
 Delivered Accessibility ambition on multiple platforms and published podcast with Diageo
 Launched new awards category in partnership with the Festival of Media – Best Use of Accessibility in a campaign
 Delivered workshop on 'The Business case for D&I'



Work with our community of members and with partners to deliver though leadership and actionable learning, advice and guidance.

Hosted Marketing Effectiveness event with Ebiquity at our HQ attended by over 30 brands
Delivered the final cycle of the Media Excellence Certificate training with The Aperto Partnership
Ran 10 events and added 34 new pieces of content for ISBA members
Engaged 398 members at working groups and member forums
Published 6 pieces of Partner Content
Held a successful President's Lunch with 320 guests
Announced 5 recipients of the inaugural President's Lunch Award

Q4 Goals

On board all 35 Origin Beta Triallists
Launch Origin Landscape study
Publish the ISBA Responsible Media Guide
Launch version 4 of Influencer Marketing Code of Conduct
Launch updated Media Services Framework
Publish findings of marketing remuneration survey
Launch the Accessibility Ad Alliance hub and resources
Launch Media Foundation Certificate Cohort 4
Present how ISBA has progressed against its priorities in online event.