

ISBA

ISBA Progress against Priorities 2024

Wednesday 30 October 2024



**One
Voice**

Housekeeping

- Please remain on **mute** when not speaking
- Do place **questions** in the chat
- The session is being **recorded**
- We will send the recording for **watch-back** and sharing
- Please **identify** yourself if asked
- For more **information** visit www.isba.org.uk
- Members can sign in to access the **member area** and member content



Agenda

- **An update on ISBA's priorities**
- **Responsible use of Generative AI**
- **Accessible advertising in practice**
- **Origin – Why it's so important for advertisers**
- **Does brand safety still matter?**
- **Q&A**

I S B A

ISBA's Priorities



Phil Smith
Director General
ISBA

**One
Voice**

The logo for the International Society of Business Advertisers (ISBA) consists of the letters 'I S B A' in a bold, white, sans-serif font, enclosed within a white rectangular border.

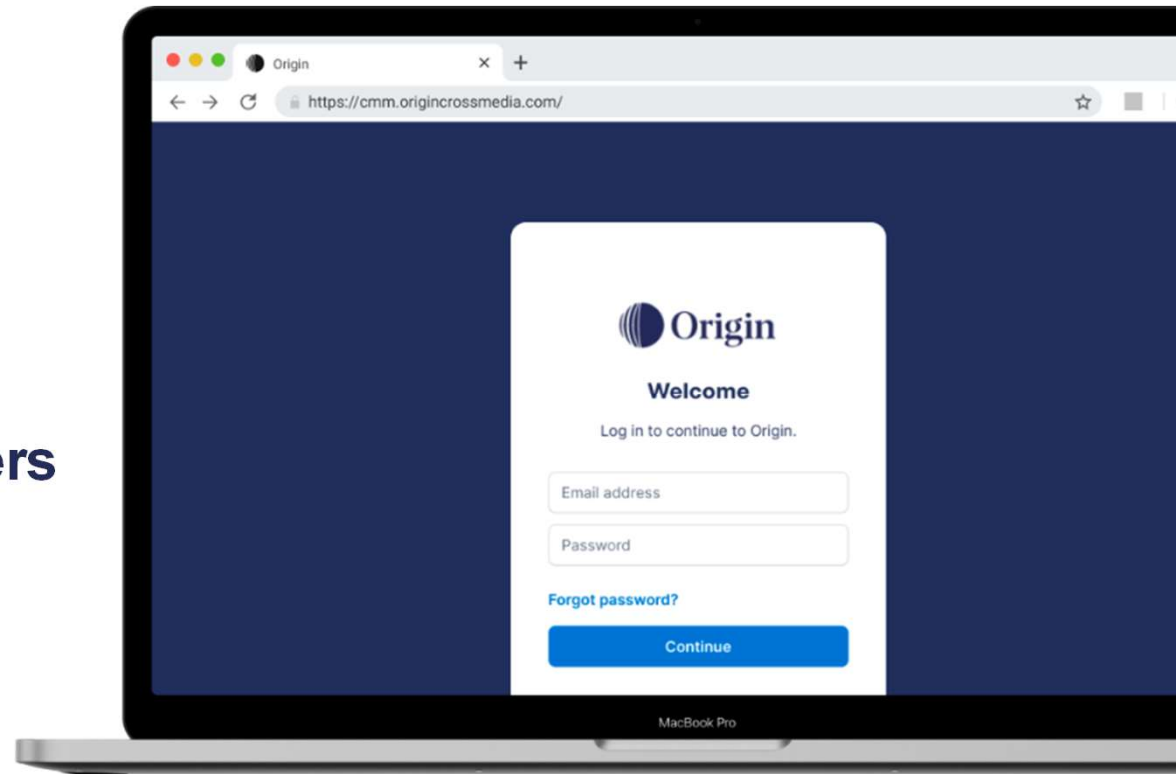
Purpose

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

The 'One Voice' logo features the words 'One Voice' in a white, sans-serif font, stacked vertically inside a white speech bubble shape with a tail pointing towards the bottom right.

Origin

- **Concluded Alpha Trial**
- **Launched Beta Trials**
- **Grew advertiser funding**
- **Confirmed new stakeholders**
- **Supported Aquila in US**
- **Built team**



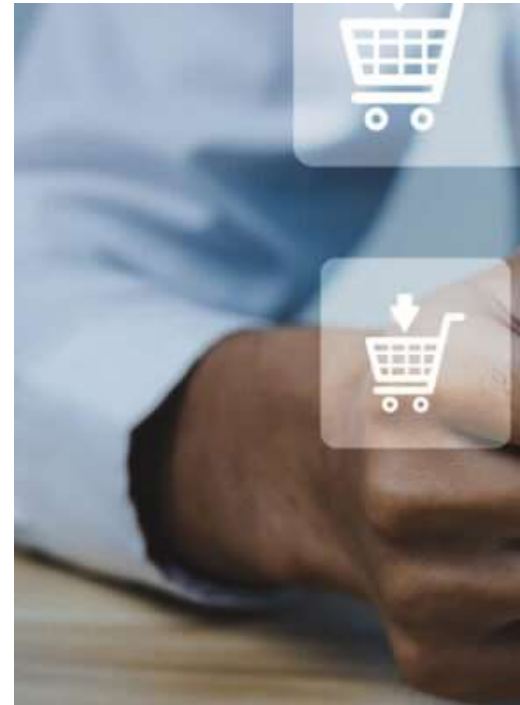
Contract Templates

- Updated Media Services Framework for Jan launch
- Launched Generative AI Contract Addendum



Media Accountability

- **Conducted member consultation on ITV Contract Rights Renewal**
- **Embedded Retail Media Framework in IAB Europe standards**
- **Updated Programmatic Financial Audit Toolkit**



Sustainability

- Engaged with regulator and members on sustainability claims clarity
- Supported launch of Media Emissions Measurement Framework
- Established ISBA Sustainability Forum



Advertising Accessibility – captions and audio description

- Led multi-country Ad Accessibility Alliance
- Convened digital working group
- Agreed measurement framework
- Established Community Calls
- Prepared hub and resources for Dec launch



Political Strategy

- Engaged with Labour pre and post General Election
- Contributed to Online Advertising Taskforce
 - Chaired Age Assurance and Influencer Working Groups
 - Drafted fourth update to Influencer Marketing Code of Conduct



Brand Safety Adoption

- **Held third bootcamp**
- **Ran implementation workshops with major platforms**
- **Launched online training with Brand Safety Institute**



Advice & Guidance

- Held two events on Responsible Use of Generative AI
- Completed third Media Foundation Certificate course
- Launched Media Excellence Certificate
- Increased Working Group member engagement



I S B A

Responsible use of Generative AI



Lorna East
Head of Agency Services
ISBA



Robert Wegenek
International Media Consultant
The Quarterback

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**Produce further advice and guidance
for brands in the use of generative AI.**

2024 Priority

ISBA / IPA 12 Principles have guided the way...

THE PRINCIPLES ARE:


- **AI should be used responsibly and ethically.**
- **AI should not be used in a manner that is likely to undermine public trust in advertising** (for example, through the use of undisclosed deepfakes, or fake, scam or otherwise fraudulent advertising).
- **Advertisers and agencies should ensure that their use of AI is transparent** where it features prominently in an ad and is unlikely to be obvious to consumers.
- **Advertisers and agencies should consider the potential environmental impact** when using generative AI.
- **AI should not be used in a manner likely to discriminate or show bias** against individuals or particular groups in society.
- **AI should not be used in a manner that is likely to undermine the rights of individuals** (including with respect to use of their personal data).
- **Advertisers and agencies should consider the potential impact of the use of AI on intellectual property rights holders** and the sustainability of publishers and other content creators.
- **Advertisers and agencies should consider the potential impact of AI on employment and talent.** AI should be additive and an enabler – helping rather than replacing people.
- **Advertisers and agencies should perform appropriate due diligence** on the AI tools they work with and only use AI when confident it is safe and secure to do so.
- **Advertisers and agencies should ensure appropriate human oversight and accountability in their use of AI** (for example, fact and permission-checking so that AI generated output is not used without adequate clearance and accuracy assurances).
- **Advertisers and agencies should be transparent with each other about their use of AI.** Neither should include AI-generated content in materials provided to the other without the other's agreement.
- **Advertisers and agencies should commit to continual monitoring and evaluation of their use of AI,** including any potential negative impacts not limited to those described above.

January – 101 Knowledge Session: AI-Empowered Marketing

ISBA

Burger King's AI-generated Creative Combos

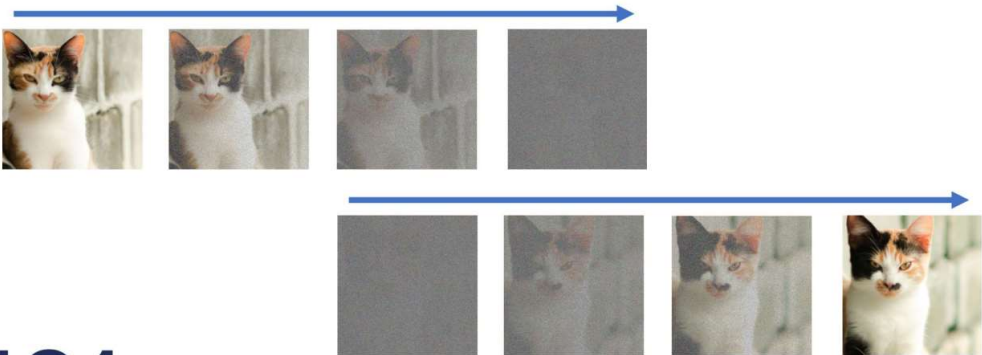
Burger King Germany utilised AI tool Midjourney to create visually appealing but fictional product ideas, sparking engagement on Instagram. Following the positive response, the company announced that some AI-generated concepts, like cheeseburger nuggets, would become real products.



CHEESEBURGER NUGGETS

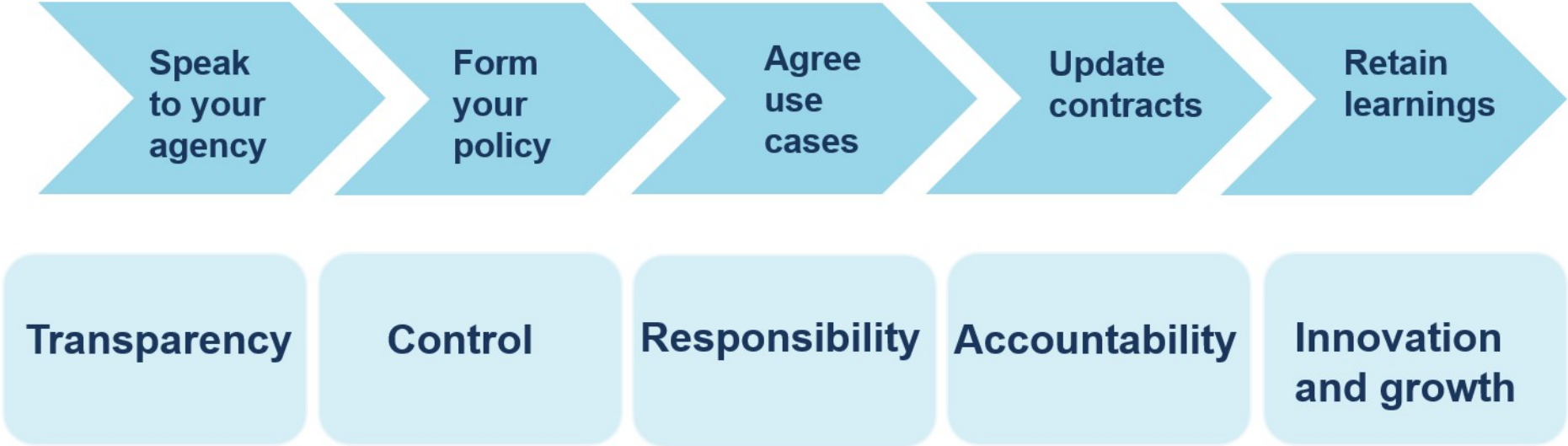
Developed by AI

Diffusion



April – Generative AI Guidance and Contract Terms Addendum

A Collaborative Approach



June – ProcureCon Panel

FIRESIDE CHAT

How can the industry work together to co-create generative AI guidance and contract terms to support transparency and controls in advertiser/agency relationships?



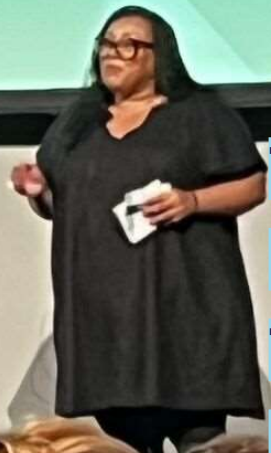
Sabs Godden
Global Creative Director
Vodafone

Keith Gentry
Associate Director
Procurement, Advertising
and Media
AstraZeneca

Hannah Whitall
Global Sourcing
Director, Marketing
Services
TDral

Andras Vigh
Managing Director UK
& Europe
FirmDecisions

MODERATOR
Lerna East
Head of Agency Services
ISBA



Themes included:
Education & training
Transparency
Collaboration

July – AA AI Taskforce Report



September – Podcasts



Generative AI in Advertising: Trust and Transparency



Stevan Randjelovic,
Head of Public Policy
& Industry Affairs
WPP



Anneli Ritari-Stewart
Head of Digital Marketing
Royal London
& Chair, DMA Scotland



Generative AI in Advertising: The Fight Against Bias



Jerry Daykin
Media Consultant
& WFA Ambassador



Iva Johan
Chief Strategy Officer
Bernadette



Peter Gasston
Innovation Lead & VCCP &
Innovation Director at faith

September Event – Responsible Use of Generative AI @ Google

- Consumer Trust & AI
- UK & EU Regulation Update
- Forming an AI Policy
- AI Transparency in Advertising



October Event – ISBA AI Summit @ Meta

Meta guest WiFi
Network Name: metaguest
Password: effici3ncy

ONE SINGLE PROMPT
I want you write me a children's bedtime story as if you were a best-selling children's book author. It should be about a magical dragon and can be read aloud in under 60 seconds"

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Hands-on 'prompt whispering'

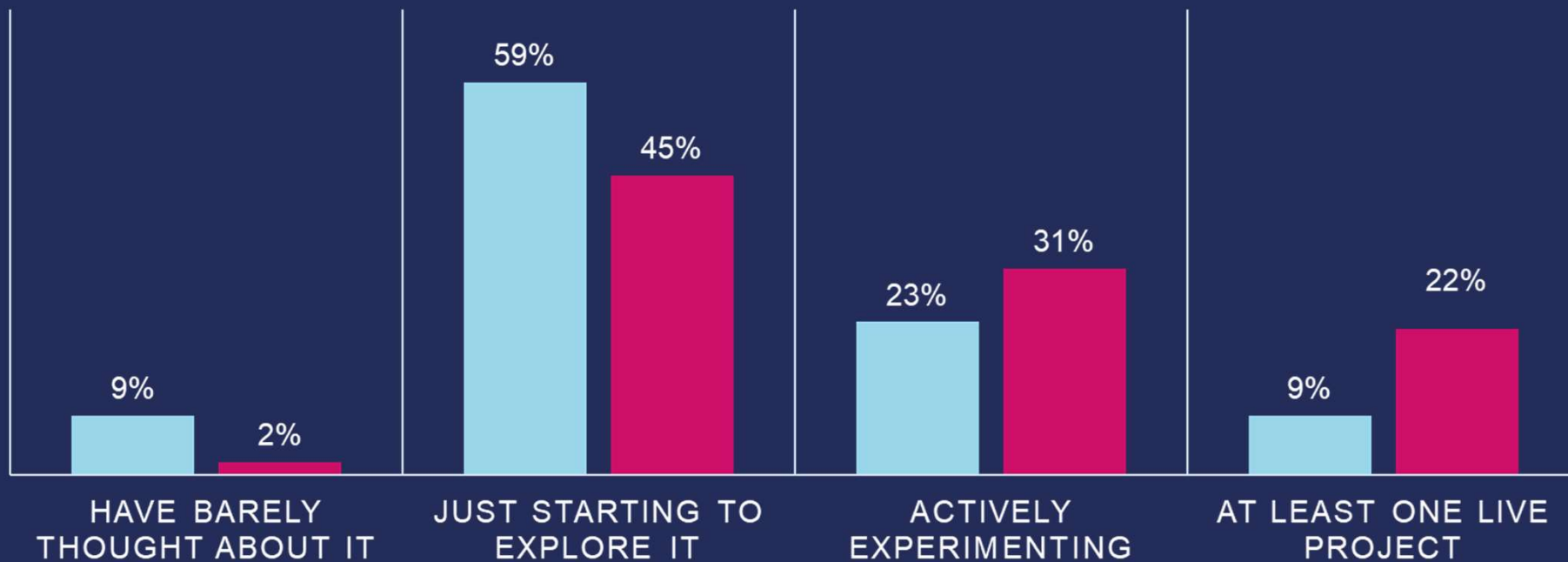
• Reckitt case study

• Panel: UK & EU Regulation

We've seen increased usage of Gen AI in the past 6 months...

WHERE ARE ISBA MEMBERS ON THEIR GEN AI JOURNEY?

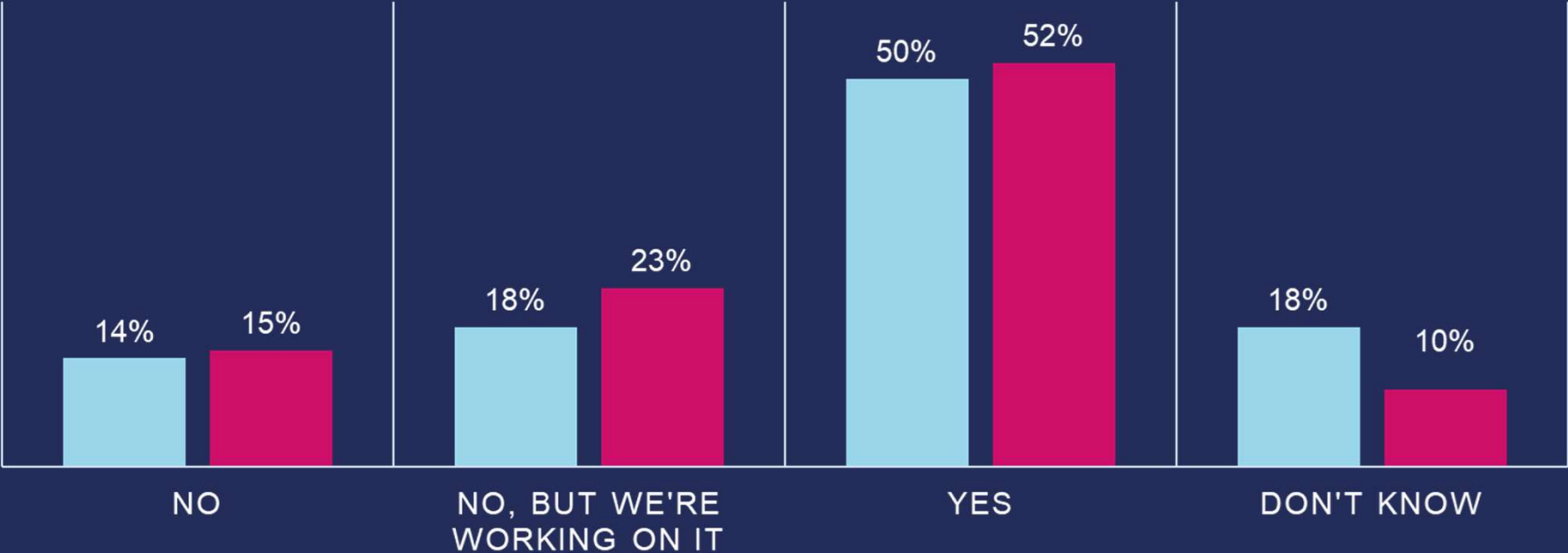
■ Apr-24 ■ Sep-24



...and Advertisers are developing internal Gen AI policies...

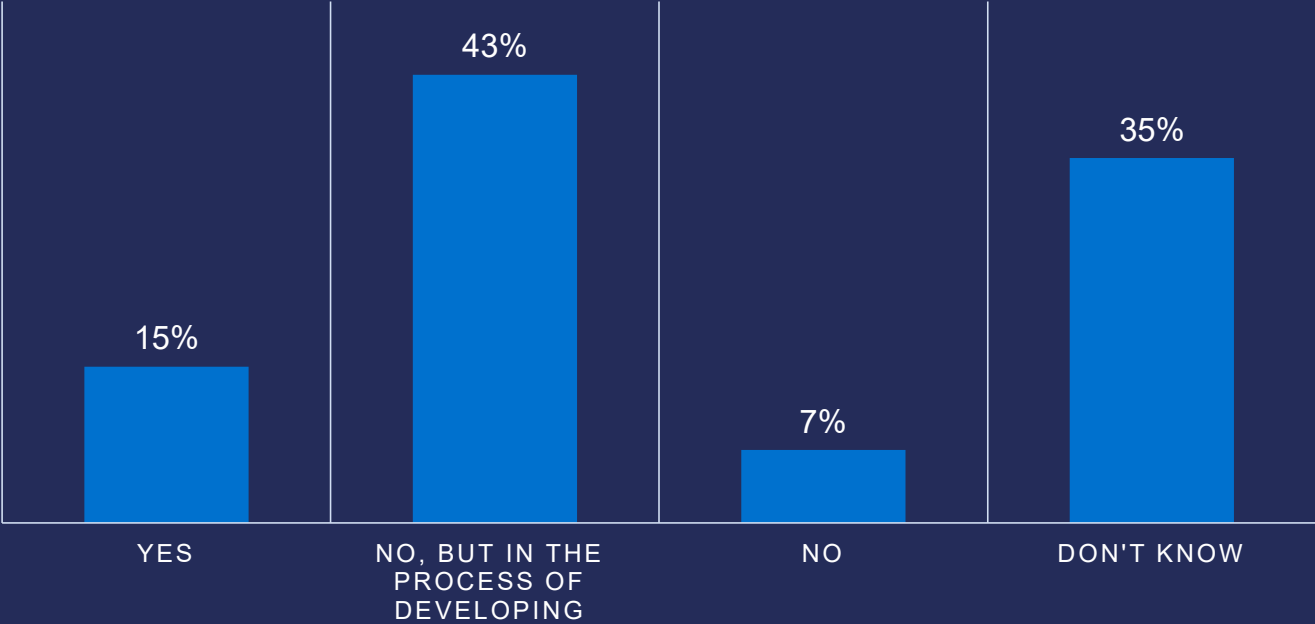
DO YOU HAVE AN INTERNAL GEN AI POLICY?

■ Apr-24 ■ Sep-24



...but AI education and training is critical

DO YOU HAVE POLICIES AND PROCESSES IN PLACE TO TACKLE THE RISK OF BIAS?



GENERATIVE AI CONTRACT TERMS

- **BEING INCLUDED IN NEW ISBA MEDIA SERVICES FRAMEWORK**
- **DRAFTED WITH INPUT FROM LAWYERS, ACADEMICS, ADVERTISERS AND CONSULTANTS**
- **CAN BE USED FOR:**
 - **DEVELOPING INTERNAL POLICIES**
 - **TO ASSIST IN DISCUSSIONS AND NEGOTIATIONS WITH AGENCIES**
 - **TO WORK WITH AGENCY TO ESTABLISH A WAY OF WORKING**
 - **HELP SET AN AGENDA TO RETAIN SOME CONTROL OVER PROCESSES AND BENEFIT FROM LEARNINGS**

REMEMBER

- **EVERYONE IS STILL IN LEARNING MODE (EVEN THOSE WHO CLAIM TO BE EXPERTS)**
- **THERE ARE NO STANDARD PRACTICES OR COMMERCIAL MODELS**
- **LEARN FROM THE LESSONS OF THE PAST:**
 - **INTERNET, BROADBAND, SOCIAL MEDIA, ONLINE BEHAVIOURAL TARGETTING, BLOCKCHAIN**

FIRST ADOPTERS >

GROWING EXCITEMENT >

SLIGHT PANIC AND F.O.M.O >

ONSET OF SCEPTICISM >

MORE CONSIDERED ADOPTION >

PROGRESS TOWARDS MAINSTREAM

(marketing sector typically leads the way)

robert.wegenek@the-quarterback.com

ISBA Gen AI Recap:

- ✓ **Industry Principles** for Responsible Use
- ✓ **Contract Terms** for transparency and control in advertiser supply chains
- ✓ **Learning** material
- ✓ Keeping members up to date on the **regulatory landscape**
- ✓ **Industry forums** to:
 - Explore developments
 - Connect with AI experts
 - Facilitate peer-to-peer discussions
 - Amplify member progress and success

I S B A

Accessible advertising in practice



Vanessa Vidad
Inclusion Co-Lead
ISBA



Katie Jackson
Chief Marketing Officer
Channel Four

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I S B A

Origin – Why it's so important for advertisers



Tom George
CEO
Origin



Matt Thomas
Senior Director, Brand & Media, N. Europe
P&G

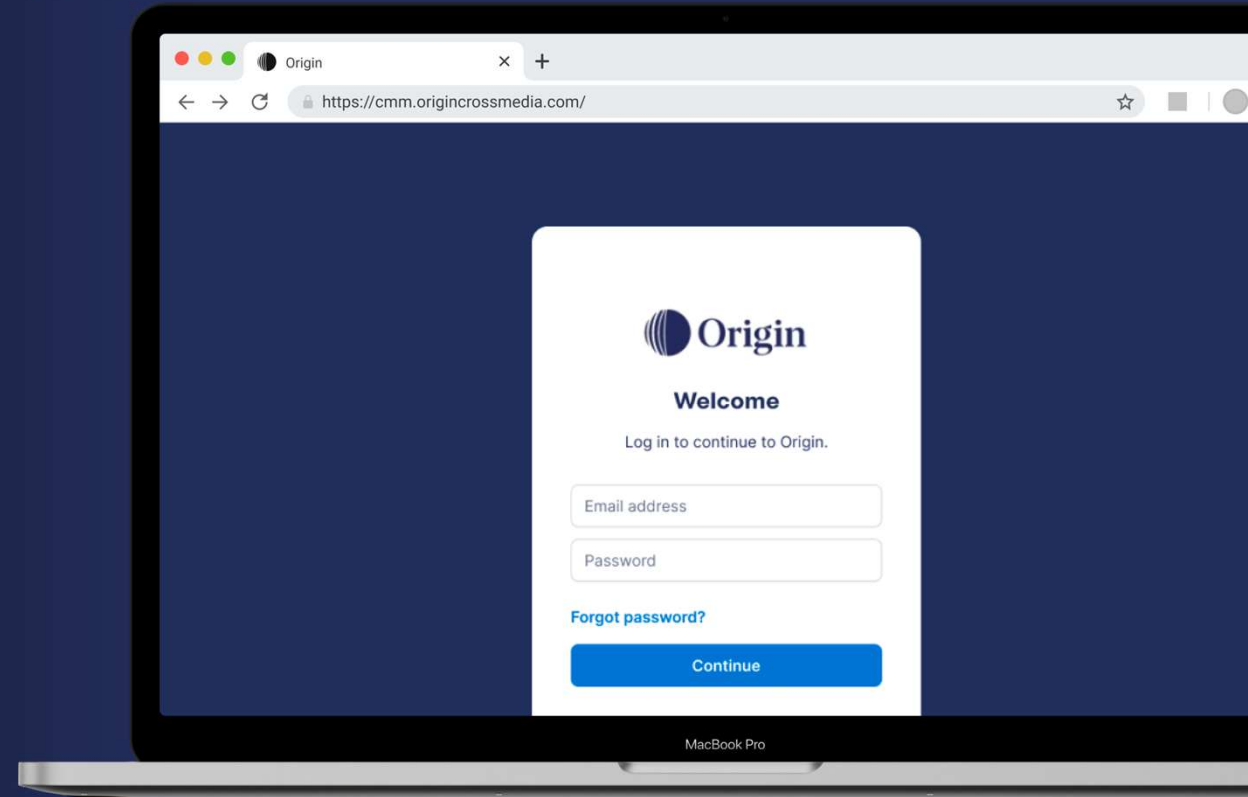
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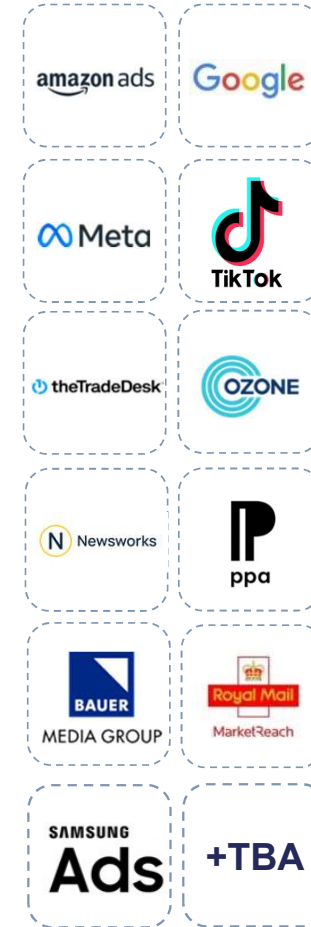
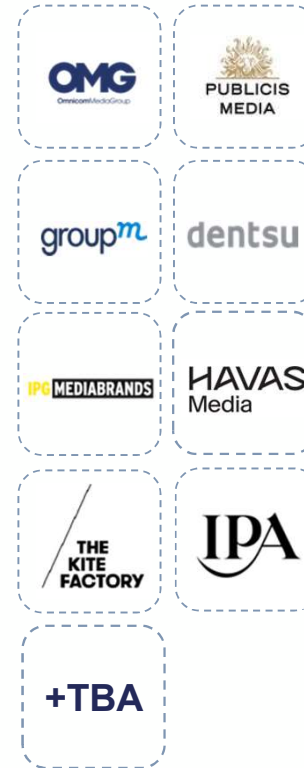
Origin is here....

Programme update and an
advertiser's perspective

30th October 2024



The Origin stakeholder base



The Beta trials have launched!



campaign SIGN IN | REGISTER | BULLETINS SIGN UP | SUBSCRIBE | TEAM LICENCES

ISBA starts beta trials of Origin cross-media measurement platform

Beta trials to involve 30 advertisers including L'Oréal, NatWest and PepsiCo


MarketingWeek

ISBA launches next phase of media measurement tool to address 'huge gap'

The Media Leader NEWS | OPINION | PODCAST | FEATURES | WATCH | VIDEO

24 Sep 2024 | [Jack Benjamin](#)

Isba's Origin goes live with real audience data for first time

VIDEOWEEK 

HOME | ANALYSIS | NEWS | RESEARCH | PODCAST | EVENTS | ADVERTISE | CONTACT

AD TECH

Origin Beta Trials Go Live with 35 ISBA Members

Tim Cross-Kovoor 24 September, 2024

All 35 Origin advertiser stakeholders will participate




First-mover advantage within an evolving service

β

Scaled participation

£3bn

Beta trialists annual media investment



Feedback on new features

Age and sex demographic filters	Incremental Reach reports
90-day data rolling window	Campaign-led user interface
UI improvements	Keyword campaign search improvements
Data quality improvements	Demographic slicing



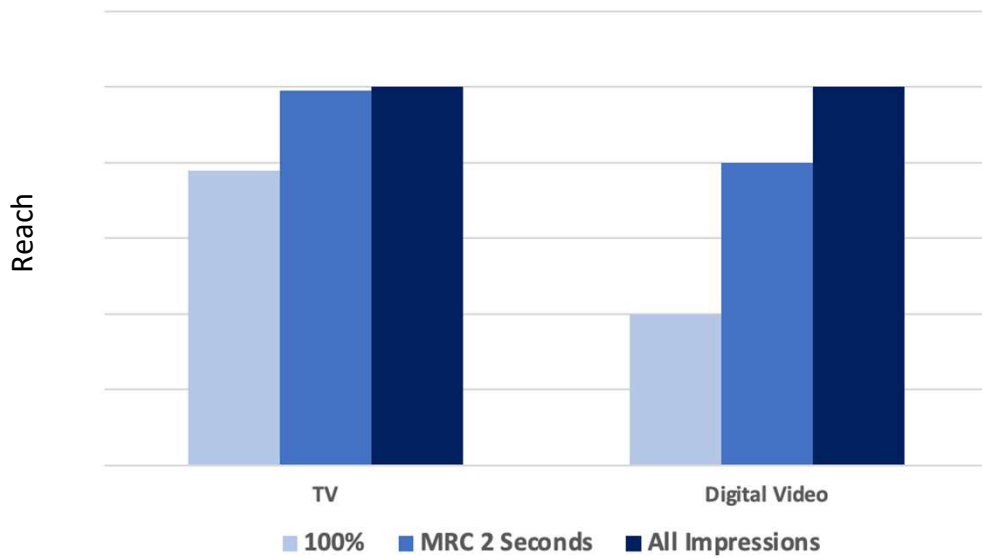
TV



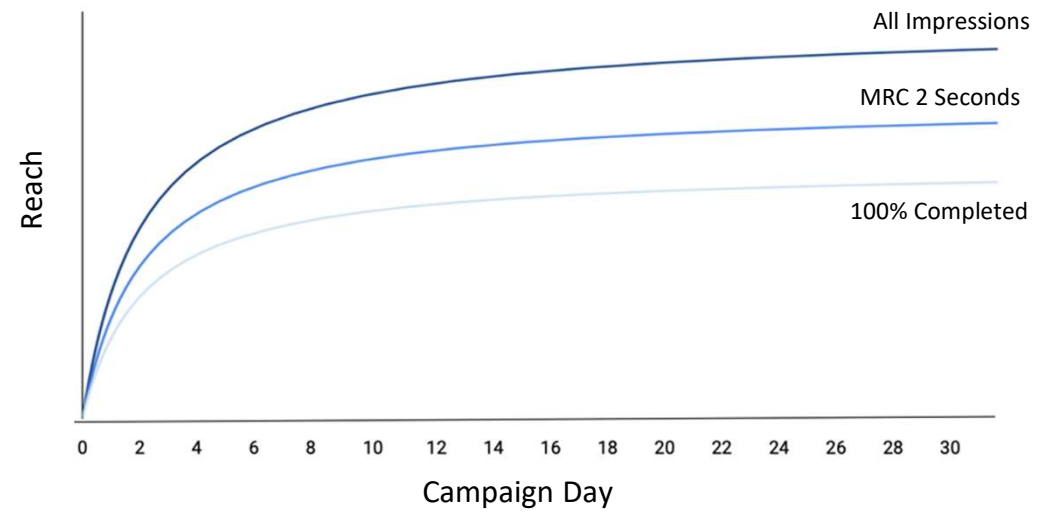
Origin outputs – Completion status & reach



e.g. Reach x Completion Status, by Channel



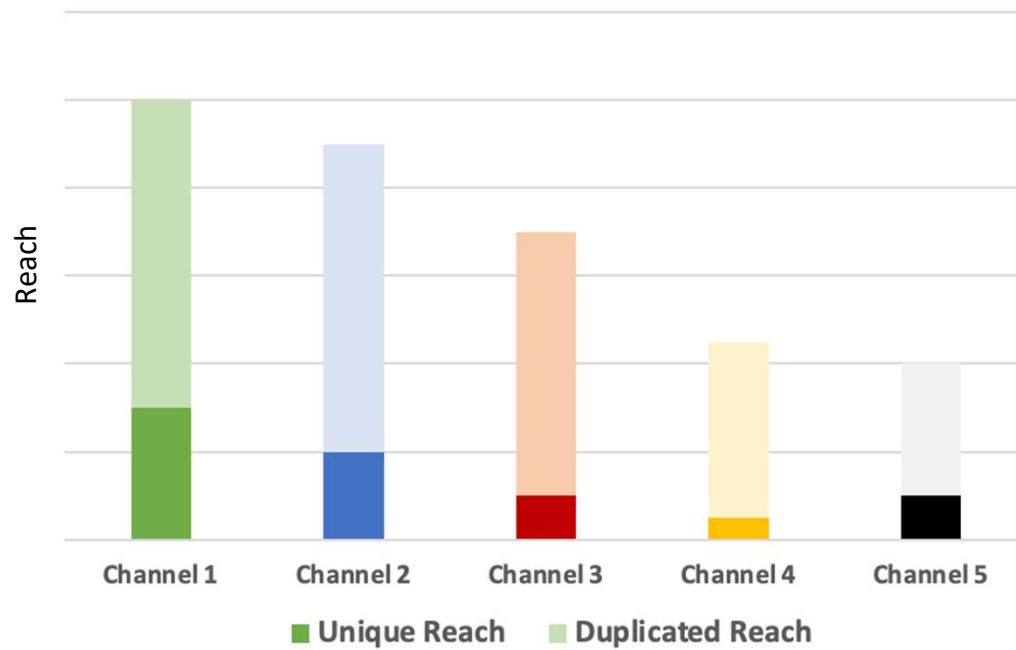
e.g. Cumulative Campaign Reach vs Completion Status



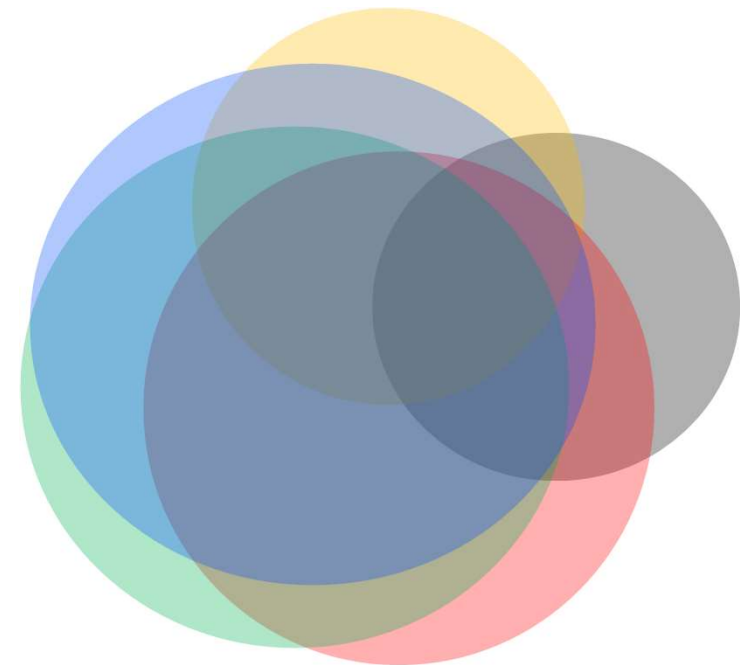


Origin outputs – Cross-channel reach

e.g. Unique vs Duplicated Reach



e.g. Unique and Combined Reach





Origin outputs – Cross-channel reach



Industry debate



campaign

LATEST > CREATIVE WORK > TOP BRANDS & AGENCIES > EXPERIENCES > THE

Can broadcasters and ISBA's Origin live happily ever after?

The Media Leader NEWS OPINION PODCAST FEATURES WATCH VIDEO

17 Oct 2024 | [Neil Harrison](#)

Origin: Broadcasters are barking up the wrong tree

The Media Leader NEWS OPINION PODCAST FEATURES WATCH

24 Sep 2024 | [Sam Taylor](#)

Origin is not a currency and won't replace Barb



The Media Leader NEWS OPINION PODCAST FEATURES WATCH

08 Oct 2024 | [Justin Sampson](#)

Barb and Isba must find consensus

I S B A

Origin – An advertiser's perspective Q & A



Martin Lawson
Head of Product
Origin

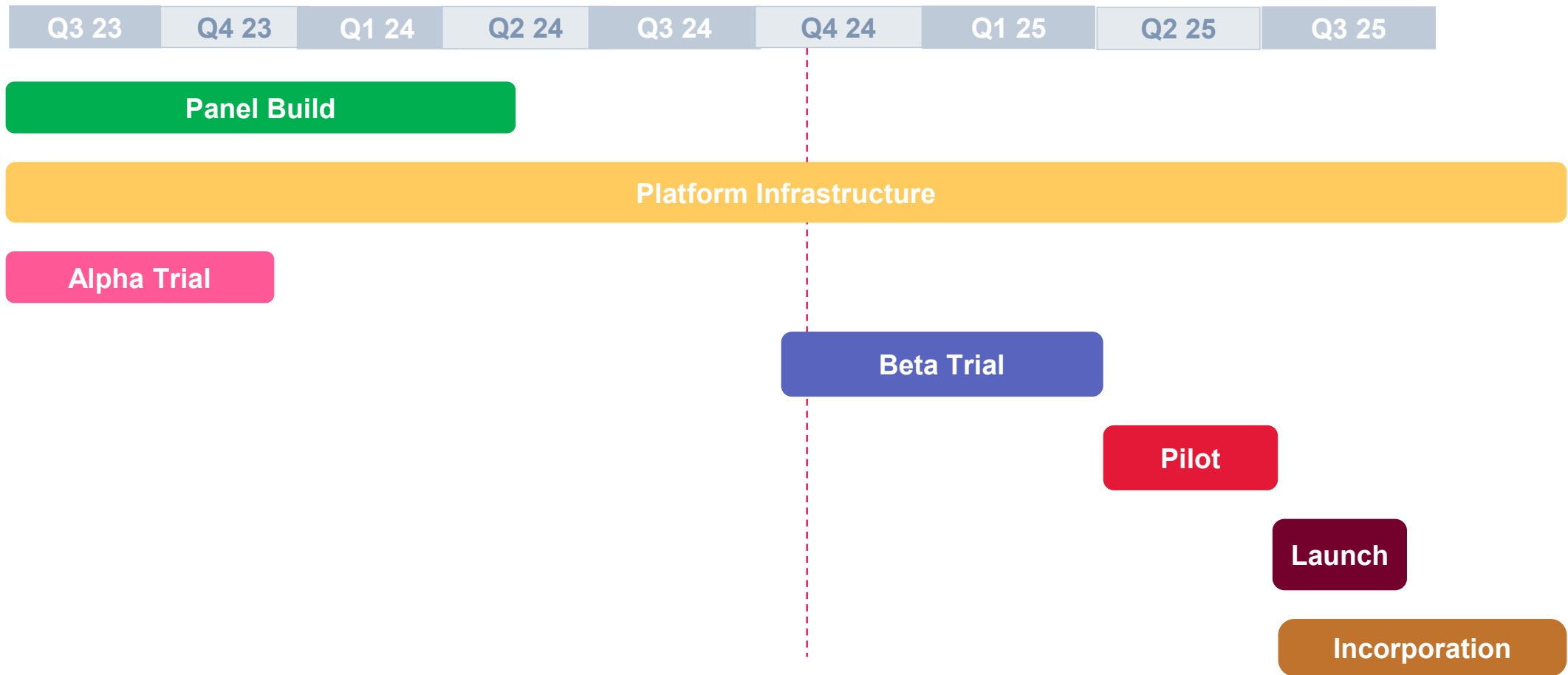


Matt Thomas
Senior Director, Brand & Media, N. Europe
P&G

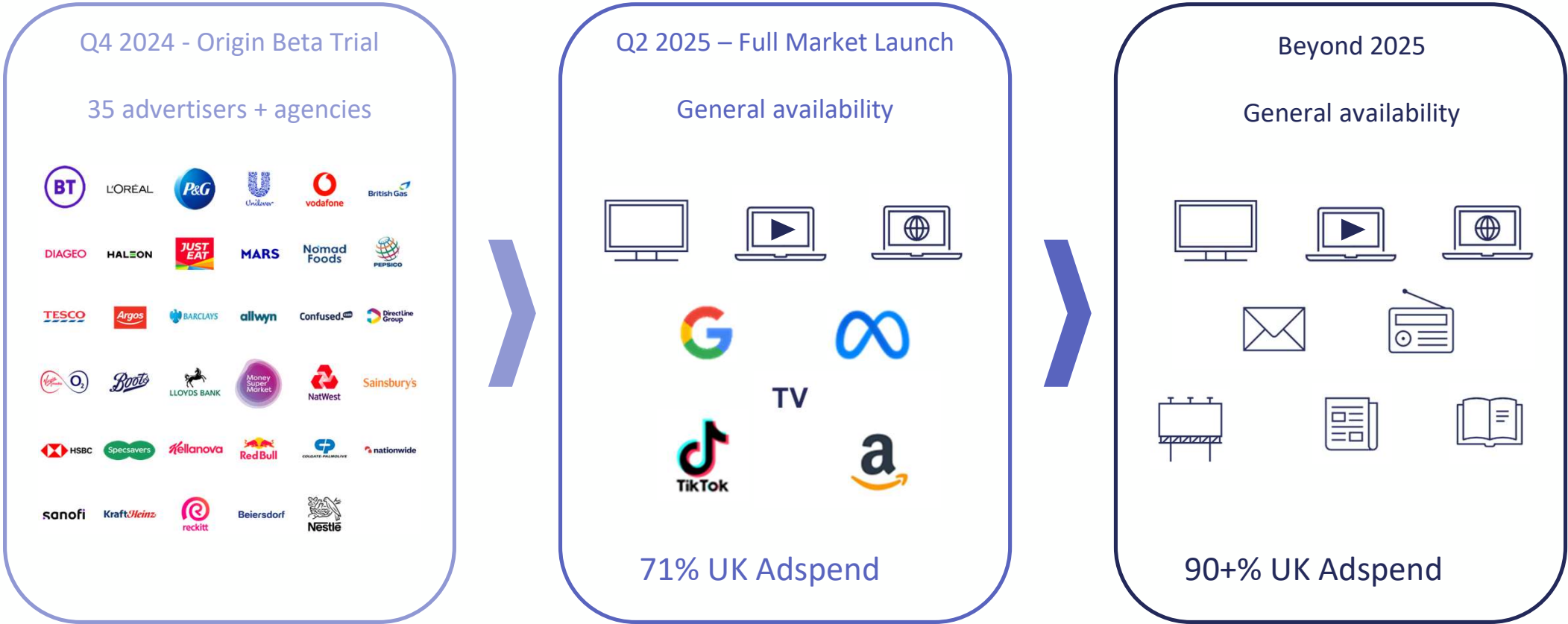
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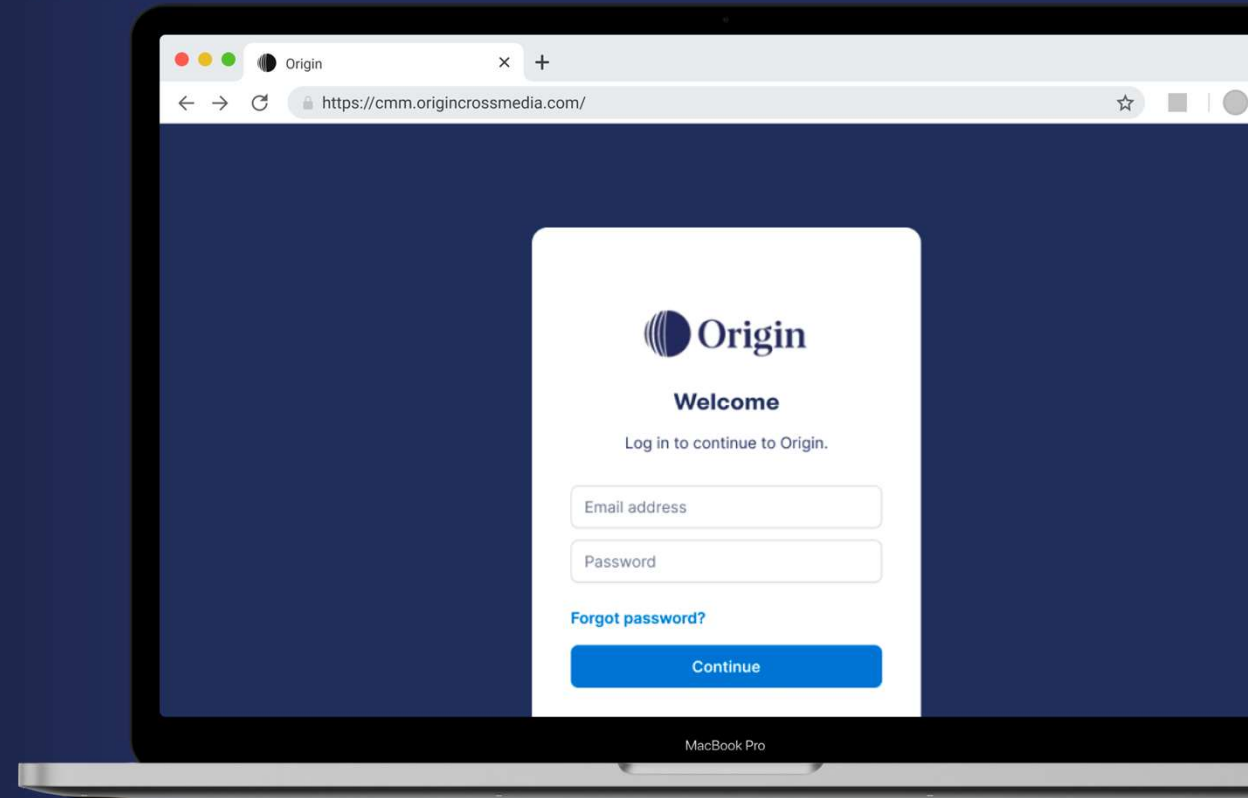
Full market launch scheduled for Q2 2025



Origin will scale



Thank you



I S B A

Does brand safety still matter?



**Phil Smith
Director General
ISBA**

**One
Voice**

MARKETING STRATEGY

'A dangerous precedent': GARM discontinues activities after Elon Musk's X files suit

BREAKING NEWS

Joe Rogan shoots down Kamala Harris podcast interview over ca

BUSINESS

Shadowy ad cabal GARM shuts down after Elon Musk's X files antitrust suit over censorship

Revenue share with creators



Big brands fund terror

Household names unwittingly pay extremist supporters and pornographers as adverts dumped online

TIMES INVESTIGATION

Alexi Mostrous Head of Investigations
 Some of the world's biggest brands are unwittingly funding Islamic extremists, white supremacists and pornographers by advertising on their websites, *The Times* can reveal.

Advertisements for hundreds of large companies, universities and charities, including Mercedes-Benz, Waitrose and Marie Curie, appear on hate sites and YouTube videos created by supporters of terrorist groups such as Islamic State and Combat 18, a violent pro-Nazi faction.

The practice is likely to generate tens of thousands of pounds a month for extremists. An advert appearing alongside a YouTube video, for example, typically earns whoever posts it \$760 for every 1,000 views. Some of the most popular extremist videos have more than one million hits.



F-Pace SUV from Jaguar, the British carmaker, runs next to the video.

Sandals Resorts, the luxury holiday operator, is advertised next to a video promoting al-Shabaab, the East African jihadist group affiliated to al-Qaeda. Last night a Sandals spokeswoman said that it made "every effort" to stop its adverts appearing next to inappropriate content. It said that YouTube had "not properly categorised the video" as sensitive.

Adverts for Honda, Thomson Reuters, Halifax, the Victoria & Albert museum, Liverpool university, Argos, Churchill Retirement and Waitrose also appear on extremist videos posted on YouTube by supporters of groups that include Combat 18.

After *The Times* informed Google,



Controlling placement

Digital Marketing & Ad Tech News →

META OPENS BRAND SAFETY TOOLS IN FACEBOOK AND INSTAGRAM FEEDS

After initial tests, more advertisers are getting hands on adjacency tools that rely on AI and apply industry suitability standards

By [Garett Sloane](#). Published on March 30, 2023.

 Gift Article

 Share article



User safety



Misinformation or Freedom of Speech?



The UK Perspective

29 Oct 2024 | Jack Benjamin

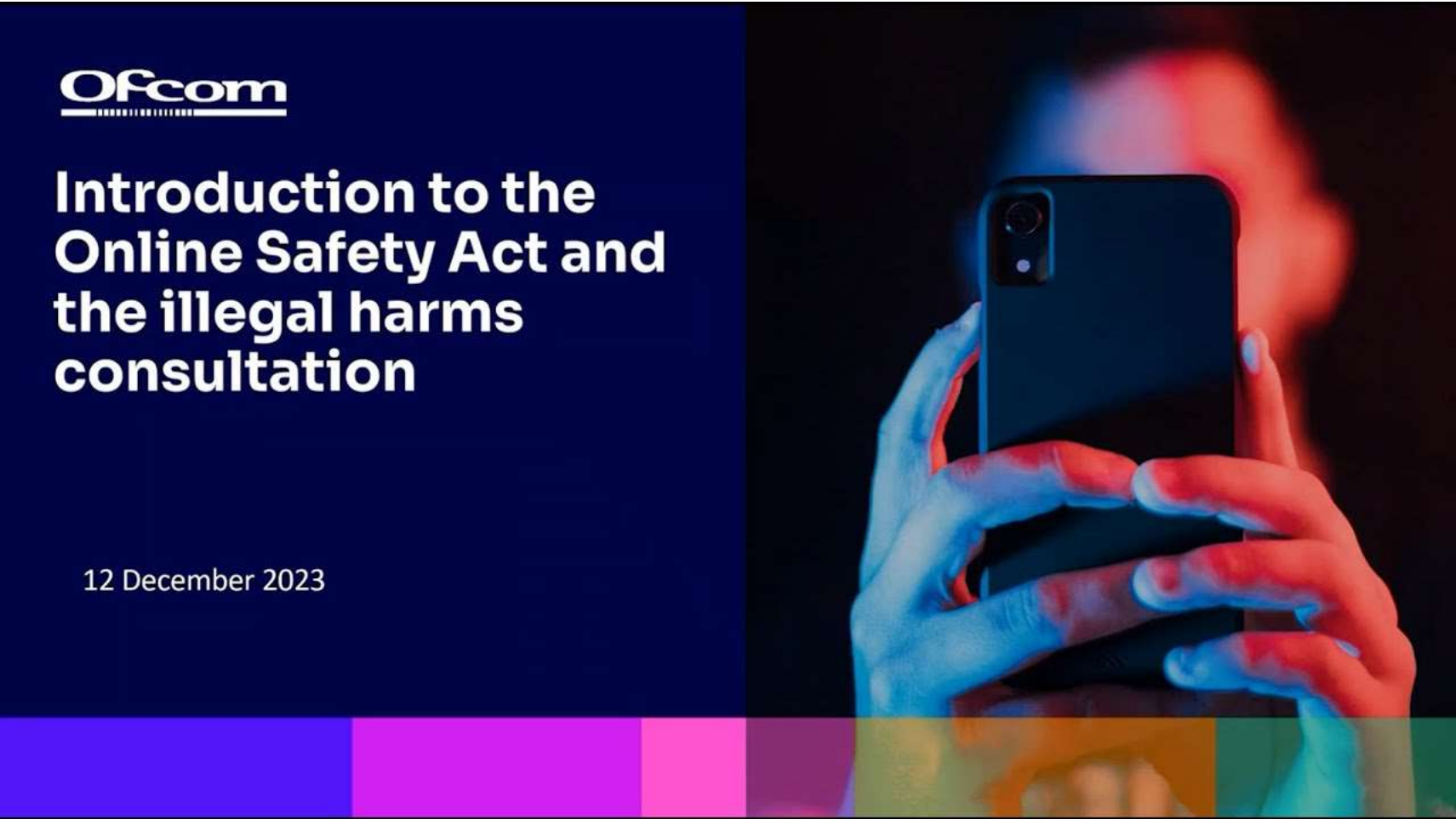
6 in 10 Brits say brands should stop funding social platforms spreading misinformation



“Nearly eight in 10 people believe firms should be fined heavily if they allow fake news on their platforms”



The Online Safety Act



Responsible Investment Choices

group^m

RESPONSIBLE INVESTMENT

- BRAND SAFETY
- DATA ETHICS
- DE&I
- RESPONSIBLE JOURNALISM
- SUSTAINABILITY

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ISBA Responsible Media Guide

- Knowledge Hub resources
- Actionable guidance
- First-party controls and third-party integrations
- Platform implementation workshops
- In-person and remote learning
- Partnership with Brand Safety Institute
- Multi-country alignment



ISBA

Q&A



One Voice

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Thank you for joining us

**One
Voice**