

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.

ISBA



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.

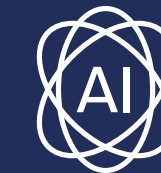
# 2024 Impact

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.

One Voice

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.

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.

Completed the Membership Survey

**92%**

of ISBA members are happy with their membership

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

[www.isba.org.uk/news-and-views](http://www.isba.org.uk/news-and-views)