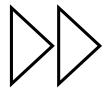
Media Steering Group Priorities 2025



## **Leadership Objectives 2025**



Evolving media landscape education



Media effectiveness and consumer insights



Addressing the Marketing skills gap



Responsible media



Defining and leading on Commerce media



Re-unification of Media and Creative

## **2025 Steering Group Priorities**

	Media Leaders	TV & Video	Insight & Effectiveness	Digital Performance
Business	Siloed teams causing issues with brand vs performance goals	A need to shift towards long-term investment to build and protect brands	Getting the right balance of in-house v external resources and expertise is hard	Increased complexity in technology, targeting and measurement choices
Media	Responsible Media best practice & Linking media and business performance	Need established industry structures on reporting	Focus on wrong metrics has led to misaligned priorities and ineffective strategies	Lack of competition and the quality of digital audits
Creative	Re-aligning creative and media practices with an inclusive mindset	Channel proliferation and complexity of media placements creating cost challenges	Removing silos of creative & media effectiveness measurement	Siloed omnichannel digital processes causing issues

Brand practitioner community

## **2025 Steering Group Priorities**

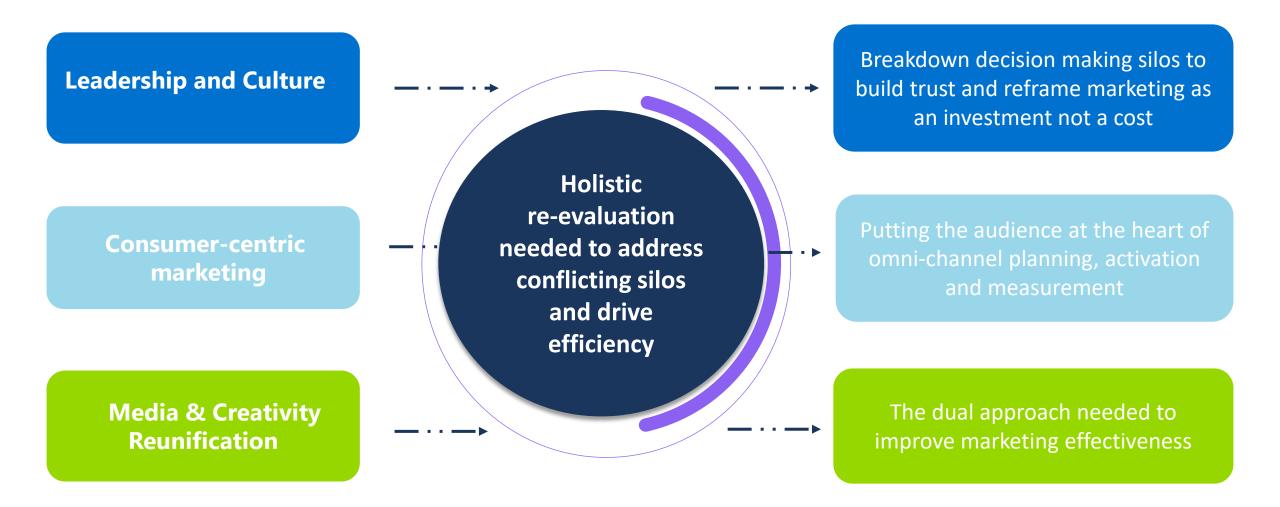
	Media Leaders	TV & Video	Insight & Effectiveness	Digital Performance
Ecosystem	Navigating regulatory and political change in a fast-moving media landscape	Increasingly complex and opaque, with proprietary media & black box solutions	Effectiveness of Earned channels inclusive of influencers, talent, events & PR	Increased black box buying is leading to transparency issues
People	A re-positioning of the media industry to solve for the skills gap and evolution of Ai	Accountability around TV sits across different teams - client side and agency	Tool ownership and sharing data between people and teams is a challenge	A need to upskill both senior and junior levels

Brand practitioner community



#### ISBA

### Overview from the groups



"Reframing efficiency as an opportunity"



#### **Media Leaders**

Media Industry Creative & Media **Training and Future operating** measurement & regulation & Skills alignment models effectiveness media landscape Lack of training Siloed teams Cross media **Navigating** Balancing media & in media causing issues regulatory and creative budgets with measurement fundamentals eg Brand vs advocating what political change the demand to performance; Origin means for support increasing brands Over-reliance on Creative vs Better digital creative understanding of young channel Media Retail Media ÜK specific talent in Evaluating creative agencies A need for Marketing as an landscape performance & diverse teams investment over effectiveness Establish and better cost, better Responsible Collation of internal advertising best alignment industry training organisational between practice(DEI, AI, design marketing and Brand Safety, Data business Ethics & Feed into Future objectives Sustainability) Operating Models forum AI, understand what is useful and what is noise

#### TV & Video

## Improving skills and consistency

# Transparency of media buying

## Complexity, tech & measurement

# Outdated creative practices

# Long-Term Investment and Brand Building

- Address fragmented skill sets and accountability
- Ensure teams are skilled enough to hold agency to account.

Deliver educative programme

- Advanced TV
- Trading
- Measurement
- Tech

- Clarity of what brands are paying will enable sell back into the business
- Understanding of what data is available from media buys . How to activate it & how to measure success
- Develop Origin best practice and support industry education
- Understanding programmatic Streaming developments through DV360, Amazon, & Tradedesk

- -Navigating regulatory and political change eg Clearcast process
- How can Creative and production deliver channel agnostic campaigns. What is the demand of the creative agency department in 2025
- Responsible advertising best practice – ensuring Accessibility briefed to both Creative and Media

- Linking media performance to business performance. Marketing as an
- Protecting quality brand building content.

investment over cost

 Evolution of archaic practices: explore recommendations from Enders 2024

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### Digital Performance

# Digital complexity & Media Measurement

# Collaboration between Media & Creative

# Digital channel transparency

## Digital audience strategy

How do we upskill both senior and junior levels to understand the changing ecosystem

Focus on quality as a measurement metric

Celebrate success in standardisation / simplification as much as innovation

- Solve for inefficiencies caused by siloed processes across multiple teams towards a more omnichannel approach.
- Communicating the problems to CMO level
   In-housing digital creative technology & production
- Concern about more black box buying/selling being pushed down more of an automated route i.e. PMAX, Audience Extension networks
- Lack of competition in audits and the quality of digital auditing.

- Having one audience strategy across channels is a challenge
- Using the right technology, targeting and measurement method is becoming harder
- Lack of standardisation stops media choices & makes it difficult to turn on new partners.
- Understanding how cookies going away affect tactics, what is future proofed?

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### **Insight & Effectiveness**

## Leadership & Culture

Future Proofing measurement & metrics

Upskilling and specialisation

Data literacy and tool ownership

- There is a lack of understanding and trust within decisionmakers, fostering a culture of transparency and honesty is difficult
- Getting the right balance in-house v external or agency resources and expertise is challenging

- Focusing on the wrong metrics can lead to misaligned priorities and ineffective strategies
- Should MMM take a customer led lens to help demonstrate the role of new channels
- Measurement of creative effectiveness is often in isolation and increasingly difficult tie to business outcomes
- How can we measure the DEI improvements to creative.

- Upskilling team members and balancing generalists versus discipline experts. For example Retail media requires comparable measurement of effectiveness
- Effectiveness of earned media i.e. influencers, talent, events, earned PR
- Carbon reduction: what is the gold standard?

- Data tool ownership isn't always with the teams or individuals who can bring business value from them. This includes issues with sharing data between people and teams
- Increased media choices mean MMM is no longer working, while attribution models still channel specific
- How will AI affect media measurement?

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