

ISBA

ISBA Priorities 2025



I S B A

ISBA's 2024 achievement and 2025 goals



Phil Smith
Director General
ISBA

**One
Voice**

Agenda

ISBA's 2024 achievement and 2025 goals

Government's programme and the political landscape

Cross-Media Measurement : Platform usage and key deliverables

The latest ISBA Media Services Framework

The importance of accessible advertising

Q&A



Download the ISBA 2025 Priorities



ISBA's Unique Role

- *Represents brand owners advertising in the UK*

Empowering Brand Owners

- *Helps them understand the industry*
- *Shapes the future of advertising*

Community of Marketers

- *Brings together marketers with common interests*

Decision-Making Leadership

- *Provides knowledge and insight*

Advocacy for Industry Improvement

- *Gives a single voice to advocacy*

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.

ISBA will:

- *Empower advertisers to create media, agency and digital supply chain relationships which deliver value transparently and sustainably.*
- *Lead the industry in creating an inclusive and sustainable advertising environment that delivers positive societal and economic impact,*
- *Deliver thought leadership and actionable learning, advice, and guidance, working with our community of members and with partners.*

Our Big, Audacious Goal

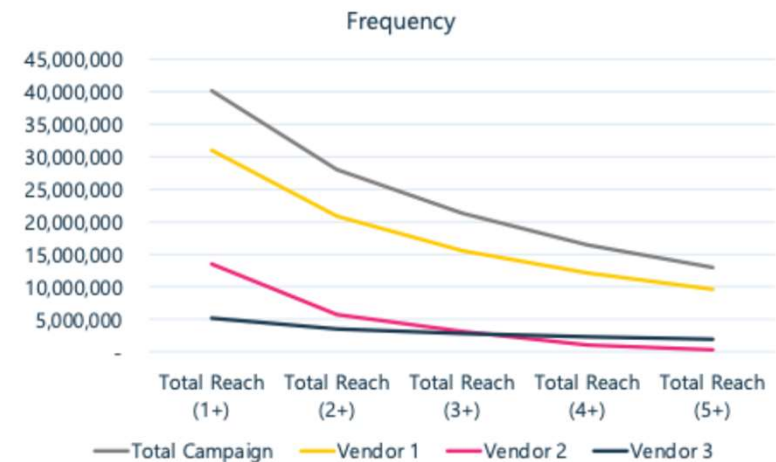
Successfully establish Origin cross-media measurement in the UK:

- **Complete Beta trials**
- **Expand availability**
- **Expand market coverage**
- **Diversify revenue**

Frequency and Impressions

We are also able to look at the effective frequency of your campaigns. Were some vendors driving reach over frequency or vice versa?

	Average Frequency
Vendor 1	4.75
Vendor 2	1.85
Vendor 3	1.02



origin

This document has been created with syntheti

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Media, agency and digital supply chain relationships

- *Creative Services and Media Services Frameworks*
- *Responsible adoption of Generative AI*
- *Commerce Media market study and Responsible Retail Media Framework.*
- *Agency remuneration*
 - *2025 Agency Hourly Rates Benchmark*
 - *Outputs and Performance based agency remuneration*
 - *Impact of Gen AI and technology on agency remuneration*

Positive societal and economic impact

- *Marketing sustainability tools*
- *Adoption of accessible advertising and expansion to new markets*
- *“Less healthy” food and drink (LHF) advertising*
- *Government’s Online Advertising Taskforce*
- *All-Party Parliamentary Group (APPG) on Advertising*
- *Responsible Media Guide*

Thought leadership, actionable learning and guidance

- *ISBA partnership programme, knowledge hub and ISBA working groups*
- *Media Foundation and Media Excellence Certificates*
- *Curate relevant training*
- *Marketing operating models*
- *Global policy challenges*
- *125th anniversary*

ISBA

Government's programme and the political landscape



Rob Newman
Director of Public Affairs
ISBA

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2024: How Did I Do?



Landslide Labour majority of 174



Clear policy direction, strong ability to deliver



New Industrial Strategy, creative industries a key sector



Health policy redirecting towards prevention



Online safety at the top of the agenda



Impact from Across the Pond

Change in America's leadership challenges the fundamentals of our recent approach

We've put inclusion, sustainability and responsibility high on advertising's agenda

Now we face a politicisation crisis. Early signs UK business is reframing, not retreating



Coming in 2025

UK

- The frame: growth, growth, growth (and health)
- Copyright and AI consultation
- Legislation on AI frontier model regulation
- 'Less healthy' food & drink restrictions
- Passage of Tobacco and Vaping Bill
- Possible response to review of Gambling Act
- Online Safety Act coming in to force
- Digital Markets regime in force; Strategic Market Status investigations into platforms

EUROPE

- EU-UK: Review of Trade Relationship
- Digital Fairness Act; digital legislation review

Online Safety: Navigating the Tides

Online Safety Act 2 remains a strong possibility – Parliament is focusing on algorithms and misinformation

Advertising can end up in the crosshairs (or the crossfire) as big tech and elected governments do battle

Navigating this successfully may come to rely on two fundamentals: the expectations of audiences and industry, and our authentically holding to brand values

Staying true to these is key to loyalty, results ... and being able to tell our story to the people in charge

I S B A

Cross-Media Measurement : Platform usage and key deliverables



Martin Lawson
Chief Customer Officer
Origin



Stephanie Marks
Planning Director
Origin



Sam Hunt
Brand Media Lead
Lloyds Banking Group

**One
Voice**



The UK Cross-Media
Measurement Platform

ISBA Priorities day

February 2025

In summary...

1

Cross-media measurement

2

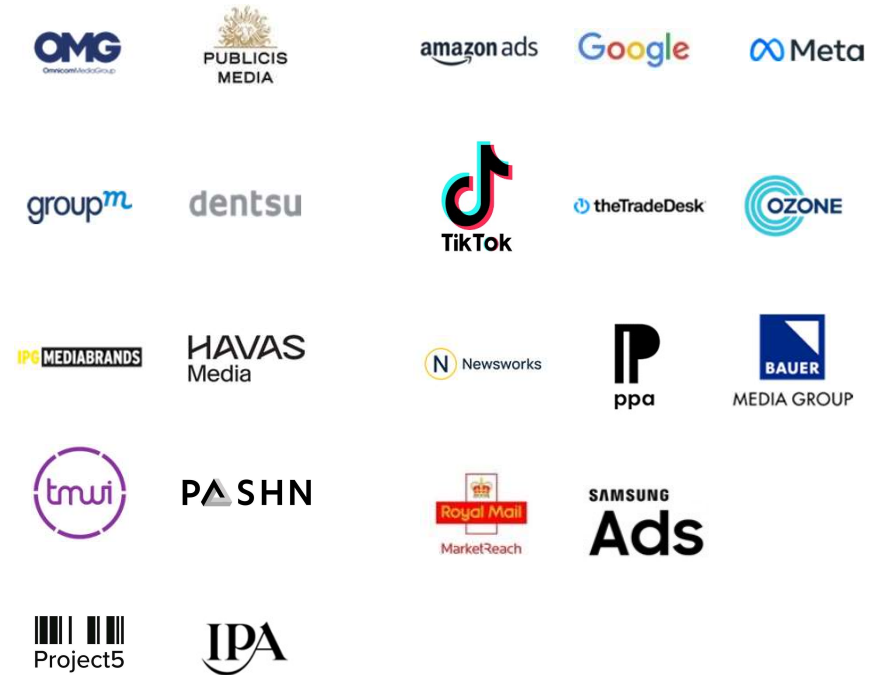
Advertiser led



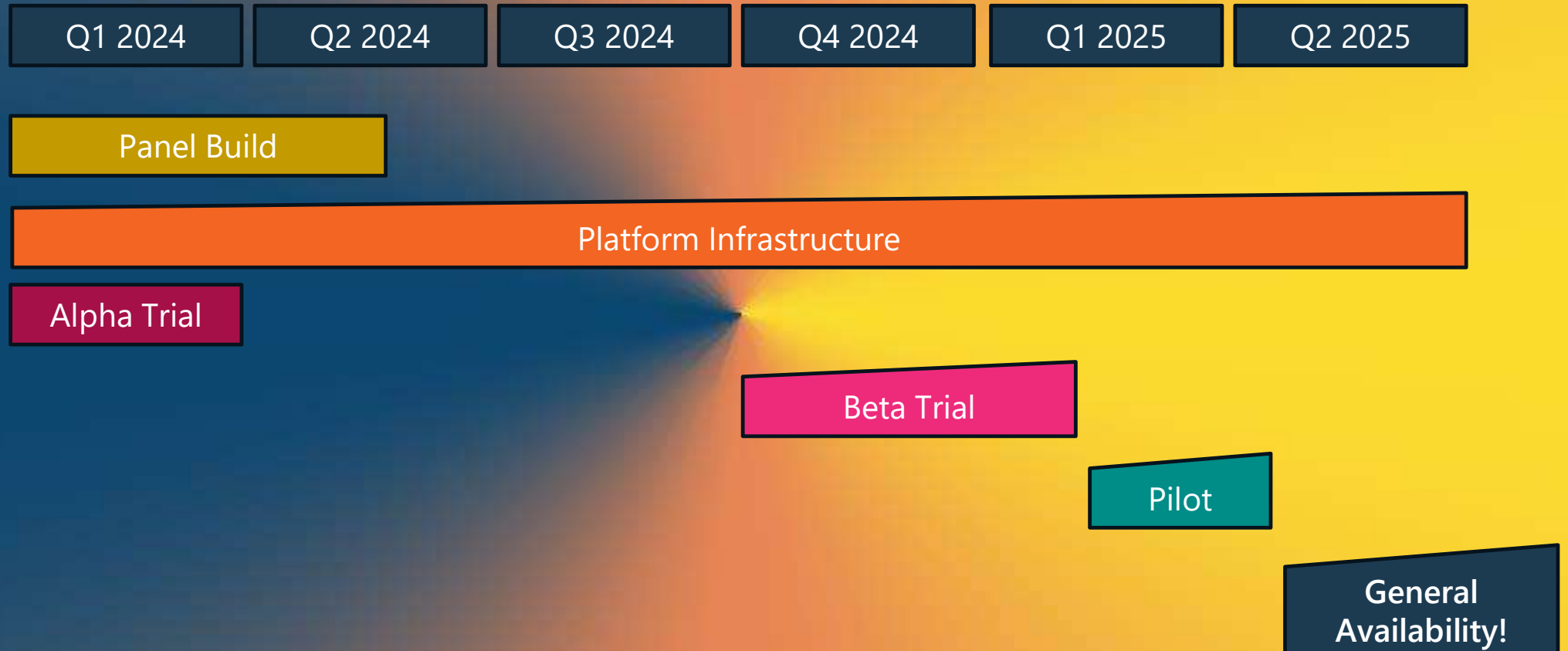
3

Single source dataset

Advertiser-led, with >50 funding stakeholders involved in service design



Origin will be released to the market in Q2 2025



2025 – significant developments as the service evolves

Q1

Demographic filters
Demographic slicing
Incremental reach
API connection
Measured by Origin
(MBO)

Q2

Social Grade Demos
Premium Reporting
TikTok inventory

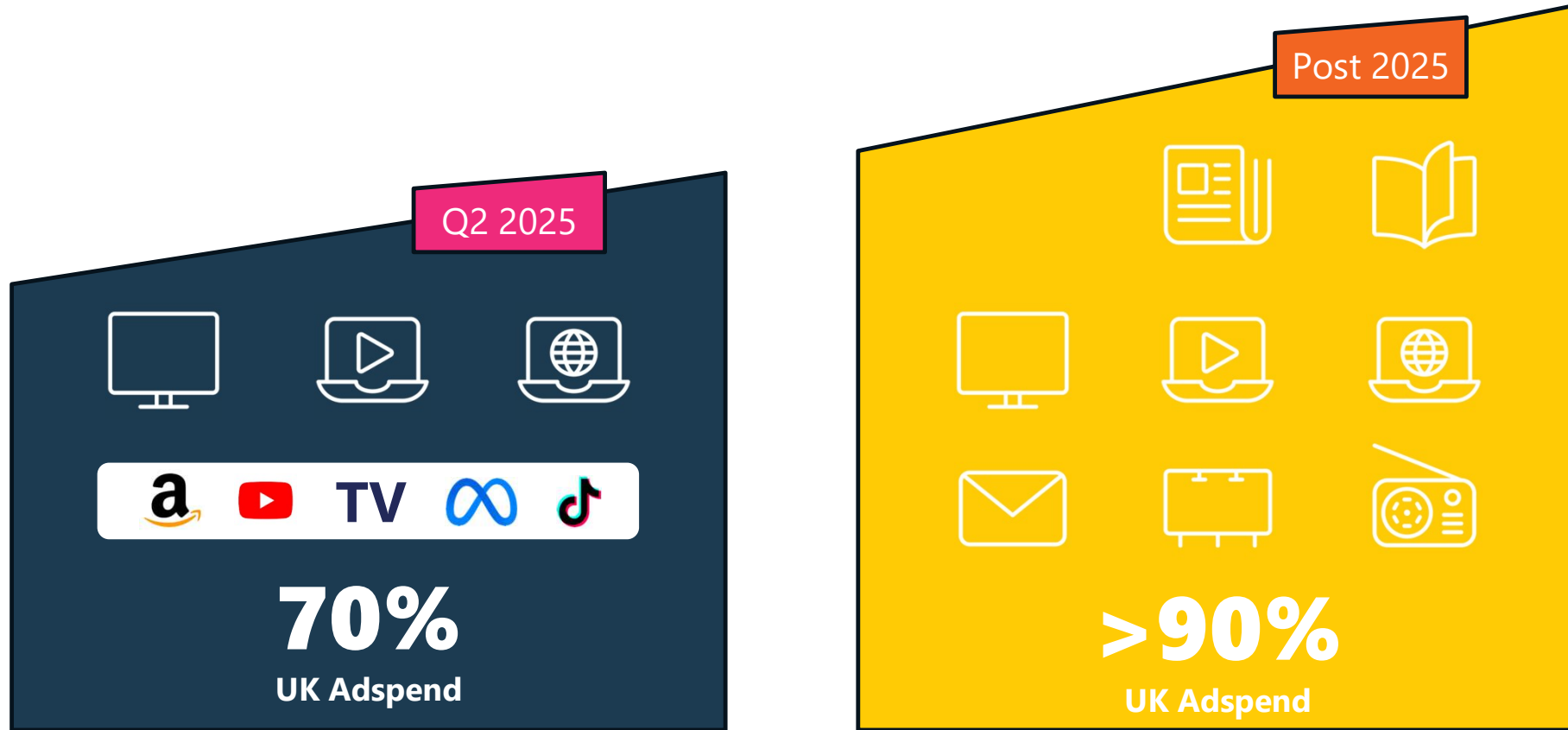
Q3

Amazon inventory
Report slicing – time
Report slicing – device

Q4

Reach overlap reports
Report scheduling

Scaling from release onwards...



Use Cases for Origin

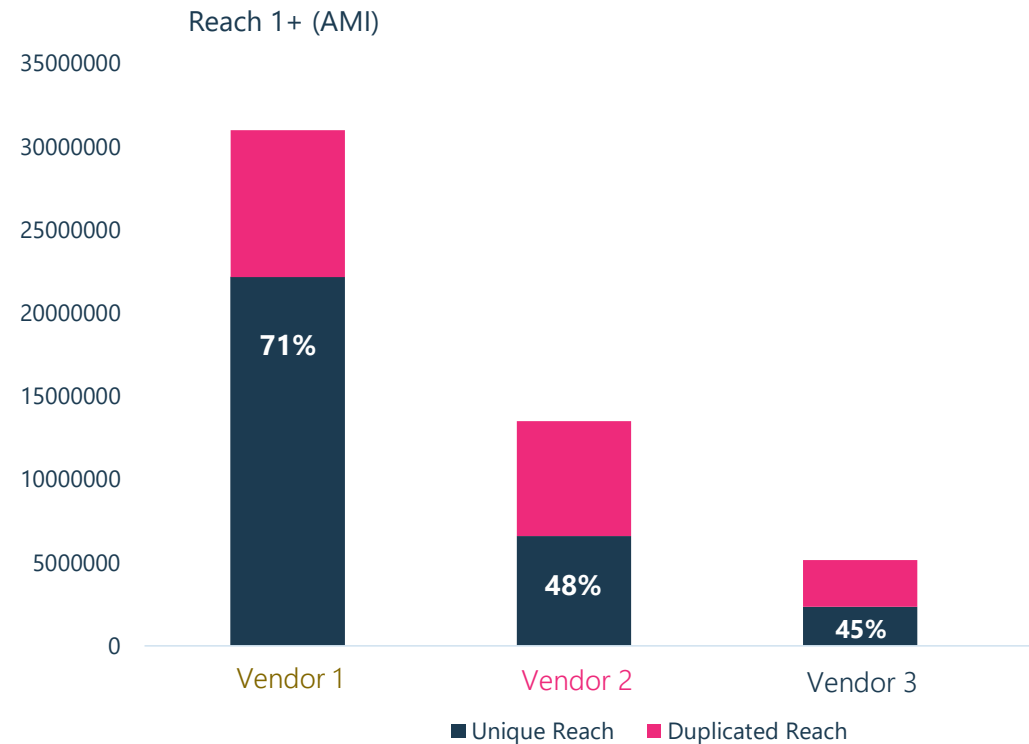


Unique Reach at a vendor level

Which of our media partners contributed to the overall reach, and which partners delivered the most unique reach. You can also overlay your own buying rates to get a view of the cost per unique reach

Illustrative data!

	Total Reach (duplicated)	Unique Reach (All Adults (AMI))	% of vendor reach that is Unique	Total Spend**	CPH of Unique Reach Point
Vendor 1	30,996,000	22,169,910	71%		
Vendor 2	13,496,488	6,593,790	48%		
Vendor 3	5,162,906	2,348,640	45%		



Results: Using your own costs, overlay this to see the cost per hundred (CPH) of reaching the unique audiences only

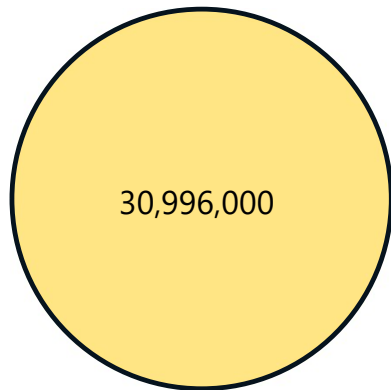
Questions to consider: How could I shift budgets based on the balance of volume, unique reach and cost?

Identify key learnings: If this was a PCA would you suggest different budget splits next time?

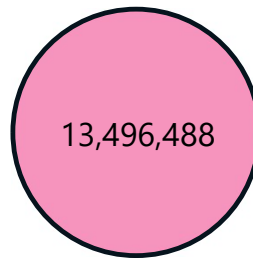
Moving from siloed measurement to campaign measurement

Illustrative data!

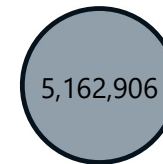
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Vendor 1



Vendor 2



Vendor 3



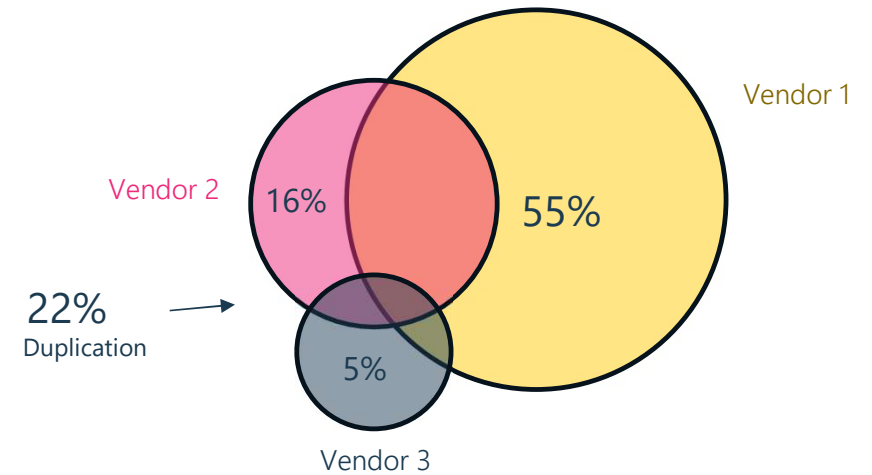
This document has been created with synthetic data for illustrative purposes only
**Example cost data only, please use your own costs

Unique (Deduplicated) Reach at a campaign level

Illustrative data!

We can then look at that unique reach at a total campaign level and understand what levels of duplication we see across the whole campaign

TABLE A	Unique Reach (All Adults (AMI))*	% of Total Unique Reach (deduplicated)	% of Total Reach (duplicated)
Vendor 1	22,169,910	71%	55%
Vendor 2	6,593,790	21%	16%
Vendor 3	2,348,640	7.5%	5%
Total Unique (deduplicated)	31,112,340	100%	78%
Duplication	9,032,013		22%
Total Reach (duplicated) Delivered	40,144,353		100%



Results: This campaign was relatively efficient achieving only 22% of duplication (9,032,013) across the three vendors.

Questions to consider: How does this fare vs. what you expected from a planning stage? How did you target each channel, could this have contributed or taken away from the duplication.

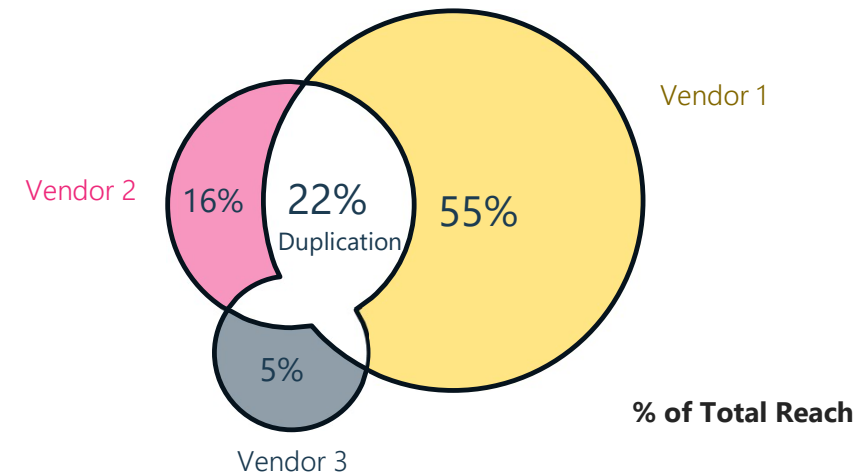
Identify key learnings: What can you learn from your approach to enhance next time? Do you need to upweight or down weight particular vendors? Do you need to review your targeting approaches?

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*Please note for this example we are just reviewing All Measured Impressions.
 Note that all video inventory can be compared at a range of different completion status levels

© Origin 2025

Overlaps: exploring duplicated reach in more detail

Illustrative data!

By running additional reports we can fill in all of the segments of the Venn diagram and understand the duplication between 1, 2 and 3 vendors

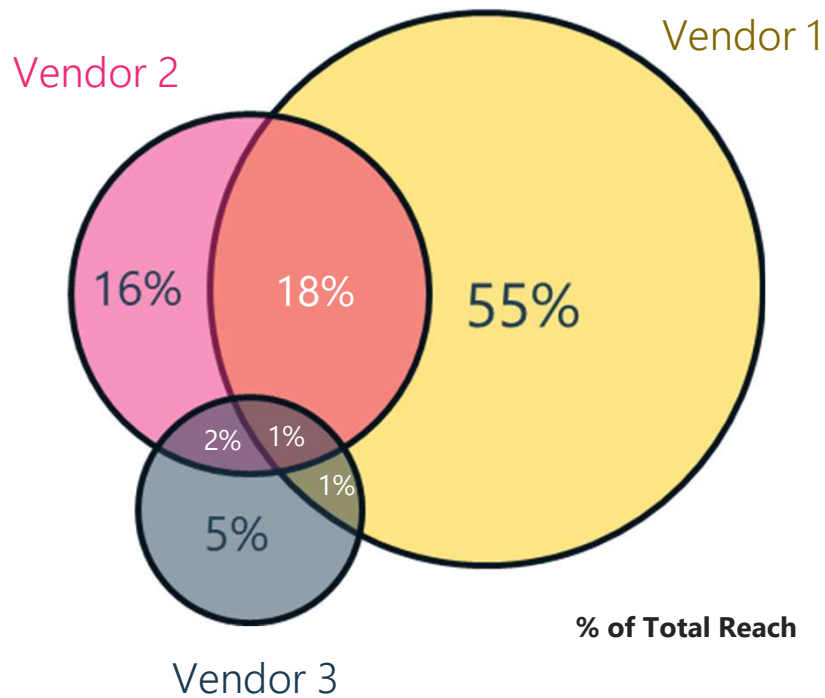
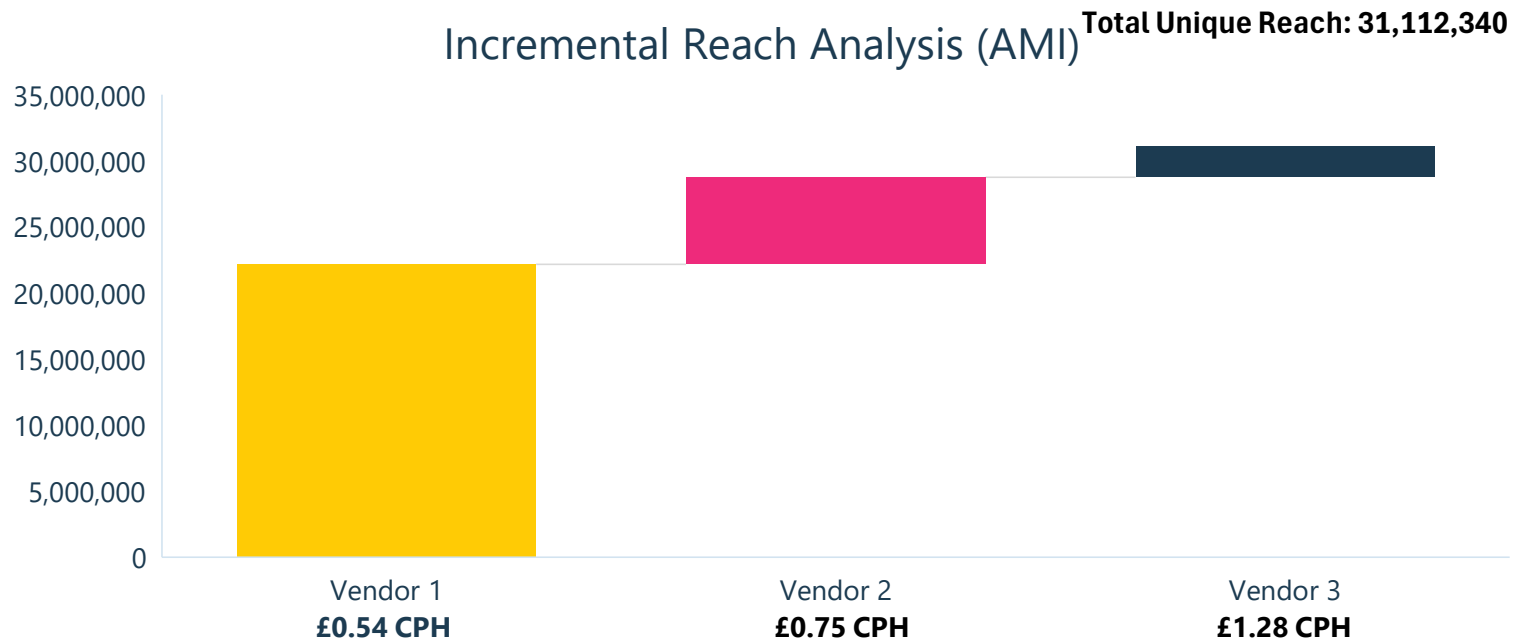


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Vendor 2	6,593,790	16%
Vendor 3	2,348,640	5%
Total Unique (deduplicated)	31,112,340	78%
Duplication	9,032,013	22%
Duplication across Vendor 1 and Vendor 2	7,272,088	18%
Duplication across Vendor 2 and Vendor 3	739,895	2%
Duplication across Vendor 3 and Vendor 1	520,030	1%
Duplication across Vendor 1, Vendor 2 and Vendor 3	500,000	1%
Total Reach (duplicated) Delivered	40,144,353	100%

Incremental Reach Analysis

Once you understand what each channel contributes you can then start to look at budget splits and channel hierarchy in terms of how you want to build your plan

Illustrative data!



Note: Origin's Incremental Reach reporting capability requires the end user to specify the ranked order of all the constituent channels



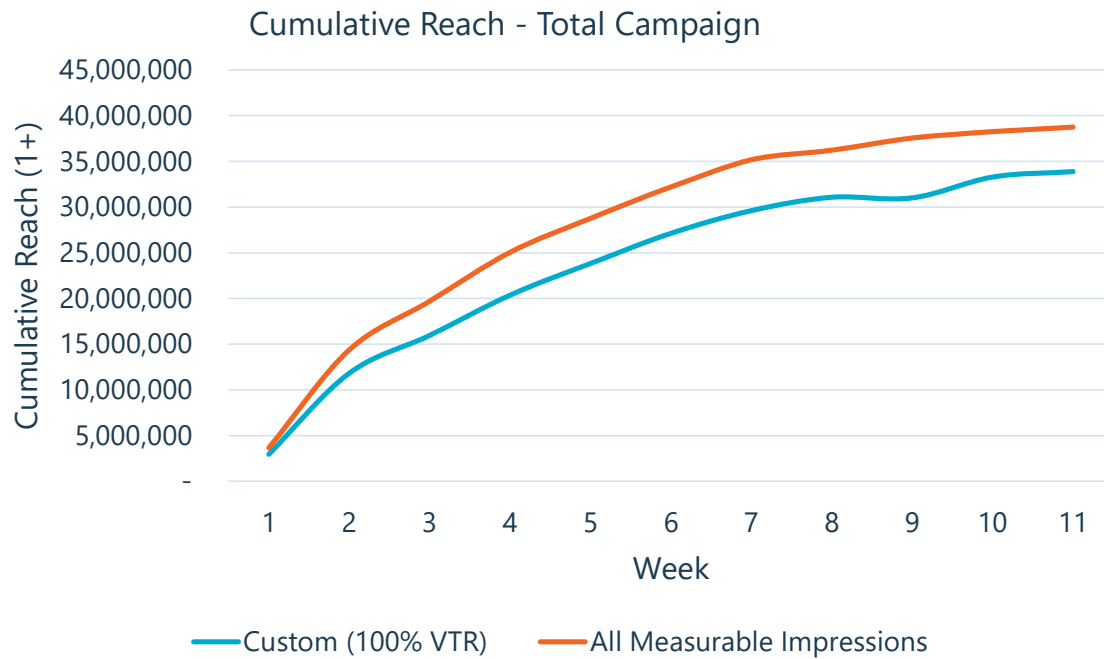
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Video Exposure Rates

Origin can also measure the exposure of all video inventory across a range of completion status thresholds. In this example we are looking only at those that delivered 100% VTR**.

Illustrative data!



Total Reach 1+ (AMI)	39,002,037
100% VTR	32,897,400

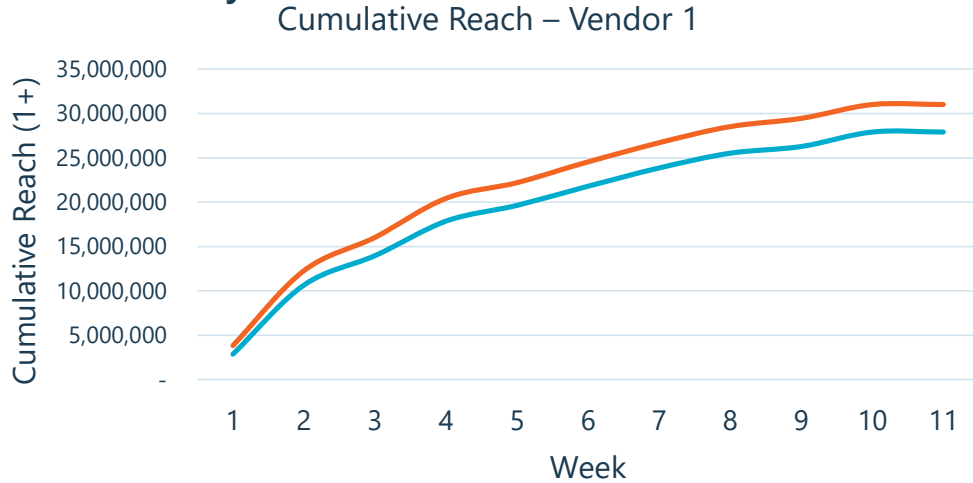


This document has been created with synthetic data for illustrative purposes only
**Please note that one vendor does not currently have this metric in the system for Meta at this point in time

Video Exposure Rates by vendor

You can then compare this by creative by platform / vendor to see if there were any differences and try to understand why

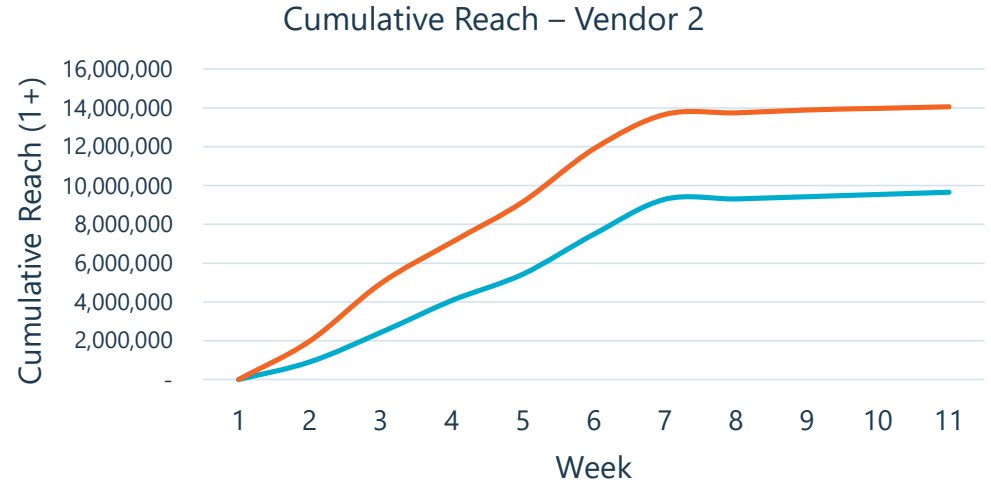
Illustrative data!



— Custom (100% VTR) — All Measurable Impressions

Total Reach 1+ (AMI)	30,996,000
100% VTR	27,909,000

90% of the audience viewed the ad to the end.



— Custom (100% VTR) — All Measurable Impressions

Total Reach 1+ (AMI)	13,496,488
100% VTR	9,570,769

70% of the audience viewed the ad to the end.



Example: What we can see is that Vendor 1 has a higher engagement than Vendor 2 with a 20% higher view through rates.

Question to consider: Did we use the same creative in each platform? Was it the same type of ad unit? Why might one perform stronger than the other?



Questions

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I S B A

The latest ISBA Media Services Framework



Nick Louisson
Director of Agency Services
ISBA

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Media Services Framework Update

- Inventory Media
- Agency compliance
- Generative AI
- Data & Technology Governance
- Online Services Standards



I S B A

Media Agency Contracting Discussion



Nick Louisson
Director of Agency Services
ISBA



Shruti Shah
Global Media Procurement Director
Haleon

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I S B A

The importance of accessible advertising



Bobi Carley
Director of Industry Relations
ISBA



Aisling Lancaster
Head of Brand & Advertising
Currys



Sam Williams
Head of Strategy
AMV BBDO

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An essential resource

- Ad
- ▲ Accessibility
- Network



Hello!



**IT'S THE
WORLD THAT
DISABLES PEOPLE
NOT THEIR BODIES**



“I realised the hob I had purchased meant my independence had been taken away.”

– Daniel Williams, Visualise Training and Consultancy

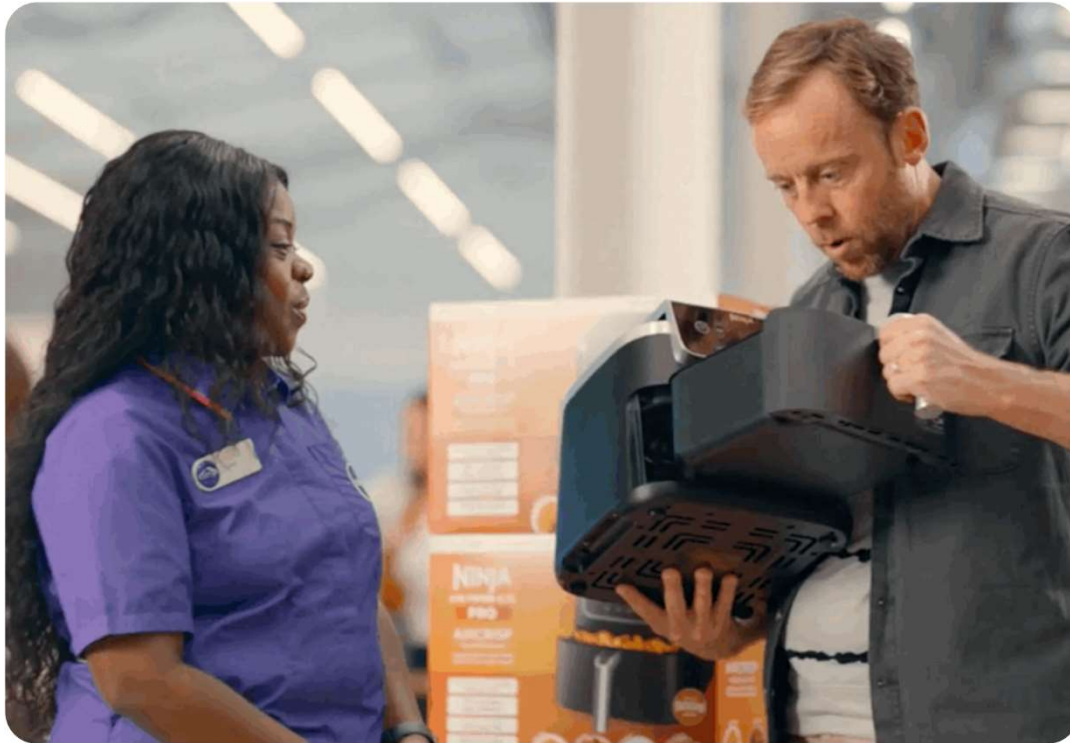


63%

said they find it difficult to shop for technology and appliances that are accessible for their needs

AMV Open Inclusion Research 2024





Currys
colleagues know
their tech but
**they also
understand
people**



Accessibility is at the heart of what we do





INCLUSIVE BY DESIGN means accessibility is not an add on





DELIVERED IN OUR WORLD



Confidential - Not for Public Consumption or Distribution



***THE HUGE RELIEF OF
BEING UNDERSTOOD
AND HAVING YOUR
NEEDS MET***

***EXAGGERATED
FOR COMIC
EFFECT***



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**BILLOWING
HAIR**



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**AND
BILLOWING
TROUSERS**

***ELECTRICAL
GOODS FLYING
THROUGH THE
AIR***





***TOASTER
TOWERS
TOPPLING***
*(we couldn't find an
image of actual toasters
toppling, but you get
the gist)*

**OUR SIGN
LANGUAGE
INTERPRETER
AND AUDIO
DESCRIBER'S
FAVOURITE CAP
FLYING AWAY**

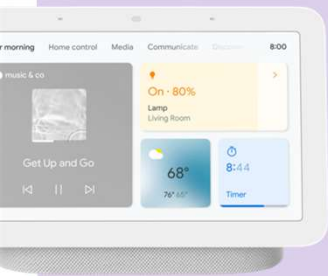


9:06 64°



“I hate the idea of tiptoeing around disability. Providing information and using humour is one of the best ways to get people to understand the challenges that disabled people face.”

AMV Open Inclusion Research 2024



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“I think it is a fun way to illustrate how difficult life can be for disabled people to get help, and how much it means when we are helped in the way we want to be helped.”

AMV Open Inclusion Research 2024



not for Public Consumption or Distribution

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Q&A

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SAVE THE DATE

**ISBA President's Lunch &
125th Anniversary**

Wednesday 9th July 2025

The Dorchester, London W1