

ISBA

Overview of the ISBA Groups

- ISBA groups are advertiser-only forums, open to members who want to **share opinions and learnings with peers** from a range of sectors
- Over 600 marketers participate in one or more of the ISBA groups and value the opportunity to **learn while helping ISBA establish best practice and shape the industry**
- Each group meet on average 5 times a year with a mixture of virtual and face to face meetings at ISBA. Please find the 2024 date schedule [here](#)
- If you would like to find out more then please get in touch with ClaudiaK@isba.org.uk

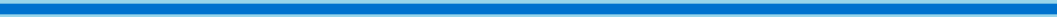


ISBA Groups

Media Steering Groups

Government and Regulation Focused Groups

Special Interest Groups



“ Testimonials

“Being part of the ISBA Insight & Effectiveness group is an invaluable part of keeping up to date with the latest thinking. It has enabled us as a business to make a step change in how we evaluate our marketing performance.”

IAIN STANFIELD, INSIGHT LEAD, SPECSAVERS (CO-CHAIR)

“I have found my time on the Media Leaders Group to be hugely valuable to me personally and professionally. It’s a great place to debate the latest industry developments, get inspiration to take back to the office and meet some respected industry.”

STUART MCDONALD, HEAD OF MARKETING PLANNING, PERFORMANCE & ANALYSIS, AVIVA

“ISBA has been a vital part of MSMs effectiveness journey. It’s not just the great team at ISBA, but the also the passionate and helpful members, all focused on driving ever better marketing results, all focused on helping each other learn, we challenge, we support, we grow, and all contribute regardless of where each brand is on their marketing effectiveness journey.”

JONATHAN WOOD, HEAD OF STRATEGY & INSIGHT, MONEYSUPERMARKET.COM

“As a long-standing participant of some of the ISBA steering groups, I have always tremendously valued the opportunity to raise, discuss and address with peers, the common challenges facing UK advertisers.”

NEIL HARRISON, HEAD OF MEDIA, VIRGIN MEDIA O2

“The ISBA Data & Ethics steering group provides an invaluable space for us to come together, debate the ethical principles of privacy, transparency, awareness, and consent and collectively identify how to drive real life actions within our respective businesses.”

RADHA GOHIL, DATA ETHICS & DIGITAL STANDARDS LEAD (CHAIR), SHELL INTERNATIONAL

“Being part of the Media Leaders group means that, beyond your colleagues and agencies, you have a network of media professionals who will likely be grappling with a similar set of challenges and opportunities. As well as a forum to have your say, it’s a great way to learn from others.”

JOANNA WILLIAMS, HEAD OF MEDIA, SAMSUNG

TV & Video

The TV industry is fundamentally changing both in the way TV is consumed and delivered with an increasingly fragmented landscape.

This group, made of up of senior media leads, seeks to ensure there is knowledge to allow our members to navigate this new AV world whilst at the same time, relentlessly challenge the marketplace so that advertisers' interests are protected, and the effectiveness of their campaigns can be truly measured.

2024 Priorities

- Evolving TV Landscape
- Trading evolution
- Future-proofing measurement
- Levering data

Further reading: [TV advertising – evolving model](#)

This group would be of interest to senior marketers with an AV budget and an interest in the evolving landscape.

Contact: ClaudiaK@isba.org.uk

Please note this group is limited to one person per member company.



Chair: **Sam Taylor**
Interim Marketing Director
Direct Line Group



Deputy chair: **Sam Hunt**
Media Lead
Lloyds Banking Group

Media Leaders

This group is made up of experienced media practitioners championing the needs of UK advertisers by working with media owners, tech vendors and other industry bodies to achieve transparency, accountability, consistency in measurement and greater brand safety in media.

2024 Priorities

- Team of the Future
- Technology
- Measurement
- Responsible Media
- Retail Media

Further reading: [Origin - Cross media measurement programme](#)

This group would be of interest to senior marketers who are senior budget holders who have an interest in the broader media market.

Contact: ClaudiaK@isba.org.uk

Please note this group is limited to one person per member company.



Co-chair: **Lisa Walker**
Head of Media & Sponsorship
Vodafone



Co-chair: **Stuart McDonald**
Head of Planning, Performance & Analysis
Aviva

Insight & Effectiveness

With brands under greater pressure than ever to demonstrate the effectiveness and value of their media investments this group addresses key challenges such as digital audience measurement, cross-media/ channel measurement, balanced attribution solutions and long-term vs short term.

This group is ideal for senior marketers with an interest in media effectiveness and keen to work with other members to develop best practice.

2024 Priorities

- Data Operations
- Measurement Ecosystem
- Marketing Marketing

Further reading: [Marketing effectiveness](#)

Contact: ClaudiaK@isba.org.uk

Please note this group is limited to one person per member company.



Co-chair: **Carl Bratton**
Head of Marketing Effectiveness
Direct Line Group



Co-chair: **Iain Stanfield**
Insight Lead
Specsavers

Performance & Programmatic

This group is made up of senior representatives from all market sectors, sharing their expertise, insight and challenges working within this rapidly developing media environment.

The group develops best practice across digital channels while keeping a clear focus on innovation, measurement and changes in the media landscape.

This group would be of interest to senior marketers who are specialists in performance and programmatic marketing.

2024 Priorities

- Adtech Leadership
- Creative Effectiveness
- Data Partnerships
- Future of Measurement

Further reading: [Programmatic advertising](#)

Contact: ClaudiaK@isba.org.uk

Please note this group is limited to one person per member company.



Co-chair: **Emily Latham**
Head of Digital Marketing & Martech
Channel 4



Co-chair: **Sam McDonald**
Digital Marketing Manager
The Open University

Digital Governance

This Group addresses the challenges of a digitally data-driven marketing and advertising ecosystem and supports advertisers navigating legislative and regulatory compliance, plus provides a wide discursive forum to explore the growing importance of digital data governance – including ethics – in all aspects of marketing and advertising.

Working closely with the WFA (World Federation of Advertisers) to provide Data Ethics guidance, this group meets to hear from digital governance experts to build and share a solid understanding of how advertisers need to manage data risk management and ethical deployment of data while helping their businesses profit maximise the efficiencies gained by adopting new technologies.

Regular forums are held quarterly, while an advisory group of members supports ISBA in identifying subject matter and the development of valuable resources that all members can benefit from. It also advises ISBA in its cross industry thought leadership programme and supports the other media steering groups investing in developing an operational understanding of new technologies.

Overall the group seeks to understand the digital ecosystem and data's core role in the marketing and advertising, recognising the tensions between the parties involved, sharing a collective interest in solving industry-wide challenges.

This group would be of interest to senior marketers and performance leads, privacy officers, governance professionals, procurement specialists, legal officers and corporate affairs.

2024 Priorities

- Legislative and regulatory update
- The pitfalls and risks dealing with post-cookie tech and identity
- Understanding risk management implications of integrating multiple tech partnerships across the supply chain
- Managing the rapid adoption of AI

Further reading: [Data Ethics guidance](#)

Contact: ClaudiaK@isba.org.uk

Please note there is no limit on how many members can join this group.



Chair: **Radha Gohil**
Data Governance & Privacy Lead
Shell

Strategic Policy Action Group

ISBA's Strategic Policy Action Group provides our members with a public affairs and corporate communications forum for cross-cutting conversations with influential figures, commentators and politicians. The Group is open to ISBA members across disciplines and sectors who are striving to meet – and shape – the political and reputational issues confronting advertising and marketing in the UK.

This is a forum with not only a focus on public policy, but which also takes a wider view on trends in our industry and strategic challenges.

The Group would be useful to any ISBA members who have an interest in political, legislative, and regulatory developments.

Further reading: [Public Affairs](#)

Contact: RobN@isba.org.uk

Please note there is no limit on how many members can join this group.

Food & Drink Working Group

This group has been at the forefront of the debate on some of the most controversial changes proposed by government in recent years – and will continue to be a major focus for ISBA in the months ahead.

As Ministers sought to ban ads for food and drink products high in fat, sugar or salt (HFSS), this group became the key industry forum for advertisers to align on their response, and to support ISBA's engagement activity. Its members helped to secure amendments to the legislation, as well as a crucial delay in the implementation of the HFSS restrictions.

The group's attention is now focused on the details of how the new law will work, and be interpreted – as well as on the industry's long-term approach to food education and physical activity. It is also looking at issues such as the Scottish Government's proposed changes to alcohol marketing.

This group will be useful to any ISBA members who are food and drink product manufacturers, with responsibility for marketing campaigns and/or public affairs activity.

Contact: RobN@isba.org.uk

Please note there is no limit on how many members can join this group.



We've found ISBA's support and leadership essential in our engagement with the UK Government on policy questions around the advertising of HFSS food, and the future of food marketing more broadly. In a complex and sometimes fraught debate, ISBA's consistent, clear, evidence-based arguments have been the rallying point for food advertisers – engaging constructively and effectively, whilst faithfully representing its members' views."

THOMAS NEWHAM, SENIOR PUBLIC AFFAIRS MANAGER, KFC

Future Operating Models

A forum for members to discuss key challenges around the in-housing journey, understanding what the right **operating model** is in order to get the best commercial results e.g. understanding and controlling **data**, retaining **talent** and skillsets required, in housing vs **agency**".

Members are invited to share learnings from different operating models, gain different perspectives and hear from industry thought leaders in all areas from platforms to people to processes.

This group is of interest to all levels with an interest in operating models. Topics also include AI, automation, integration of media & creative, integration of Media & CRM

Further reading: [In-housing](#)

Contact: ClaudiaK@isba.org.uk

Please note there is no limit on how many members can join this group.



Chair: **Nicki Brown**
Media Director
BBC

Inclusion Network

The ISBA Inclusion Network is working with ISBA members and the wider marketing communications industry to ensure all marketing and media communications and advertising produced is representative of contemporary society.

The group is made up of individuals with varying responsibility within their organization from marketing director to diversity, equity and inclusion lead highlighting the impact that DE&I has across all levels within our members.

This group is of interest to all levels with an interest in incorporating diversity, equity and inclusion within their marketing, marketing comms and advertising.

2024 Priorities

- Accessible Advertising
- Progressive Trading
- Build the business case

Further reading: [Diversity & Inclusion](#)

Contact: BobC@isba.org.uk and VanessaV@isba.org.uk

Please note there is no limit on how many members can join this group.



Chair: **Kerry Chilvers**
Customer & Marketing Director, General Insurance
Aviva

Influencer Marketing

This group works to engage with, understand, and harness the phenomenon that is influencer marketing – a still-evolving aspect of advertising that brings challenges and opportunities.

We engage with regulators to discuss the latest requirements on ad disclosure, with influencers themselves, and with those who are building new ways of measuring reach and demonstrating ROI, to help our members stay ahead of developments.

Over the past 18 months, the group has led the industry with the publication of a Code of Conduct for brands, talent agencies and influencers – ensuring regulatory compliance, backing greater diversity, and enabling our members to employ authentic and effective influencer marketing.

This group is aimed at members from across disciplines with involvement in influencer marketing, from legal officers to social media managers and marketers who manage their brand's influencer relationships.

Further reading: [Influencer marketing](#)

Contact: RobN@isba.org.uk

Please note there is no limit on how many members can join this group.



Chair: **Joanne Loughrey**
Associate General Counsel
L'Oréal

Marketing Procurement

Exploring innovations and seeking solutions to key communication issues encountered by ISBA's Marketing Procurement community; we work together to collectively develop the marketing procurement function and its effectiveness; both internally within member companies and across the agency landscape.

We do this by sharing best-practice information; producing best-practice guidance; hosting virtual meetings; and tackling industry issues.

This group would be of interest to any member involved in agency management, procuring agency or media services.

Further reading: [Marketing Procurement](#); [Agency Management](#)

Contact: NickL@isba.org.uk

Please note there is no limit on how many members can join this group.

Retail Media

This group of mostly FMCG ISBA members collated in October 2022, given the rapid growth, and increasing fragmentation of retail media offerings. Recognising many wide-ranging challenges across priority areas of transparency, transformation, technology, and talent.

The first and significant output is the UK's first Responsible Retail Media Framework - the result of a year-long industry-wide collaboration of brands, retailers and their tech and consultancy partners driven by brands' need for standardisation in this space.

Addressing the lack of basic, foundational, elements required to run successful digital advertising activity, the framework should be viewed as an important first step in setting the building blocks for future Retail Media success. Setting out standards guidance across minimum viable, mid-term and long-term goals, ISBA have established a baseline from which positive movement within the industry can now be measured against.

Contact: ClaudiaK@isba.org.uk

Please note there is no limit on how many members can join this group.

Sustainability Forum

This group works to understand the questions, concerns and barriers that ISBA members face in moving their advertising operations toward net zero. The outputs from this group will help to inform ISBA's position on issues of environmental sustainability and climate change, and creates a forum for feedback between ISBA members and wider industry initiatives, including those led by [Ad Net Zero](#) and the World Federation of Advertisers (WFA).

ISBA is a signatory of the [United Nations Race to Zero campaign](#), which include a commitment to halve emissions by 2030, and achieve net zero by 2050. ISBA has also signed the [WFA Planet Pledge](#), a global commitment to make marketing teams a force for positive change both internally and with the consumers who buy their products and services. The Pledge seeks to find a clear role for marketing as a positive force for environmental change.

This group would be of interest to ISBA members across sectors and disciplines, who have an interest in issues of climate change, environmental sustainability and net zero, and are seeking practical measures to deliver industry action.

Further reading: [Planet Pledge](#); [AD NET ZERO](#)

Contact: StuartM@isba.org.uk

Please note there is no limit on how many members can join this group.

2024 Dates

Month	Media Leaders	TV & Video	Insight & Effectiveness	Performance & Programmatic	Marketing Procurement	Inclusion Network	Influencer Marketing	Future Operating Models
Jan								
Feb								
March								
April								
May								
June								
July								
Aug								
Sep								
Oct								
Nov								
Dec								

Strategic Policy, Digital Governance, Retail Media, Food & Drink and Sustainability groups all meet on an ad hoc basis.