



About ISBA

- ISBA is the representative body for British Advertisers
- 400 of the UK's foremost advertisers are in membership
- ISBA represents in excess of £10 billion spend on marketing communications
- ISBA is a strong single voice.
- Our Remit covers EU and UK regulatory and legislative affairs, all media advertising including digital/online, direct marketing, sales promotion, public relations and sponsorship.
- Dual role – to protect advertisers interests on all issues relating to marketing communications, and to provide support, guidance and contemporary independent direction on industry developments. In particular ISBA provides practical consultancy and guidance to members on all client/agency relationship issues and queries including search and selection, remuneration benchmarking, contract evaluation and negotiation, process efficiency, re-engineering and industry custom and practices. It educates its members. In 2008 the team worked on 1600 individual projects with members such as Coca-Cola, Tesco, BT, Diageo, ABF, British Airways and many more.

Four broad areas of activity:

- Protection of advertising freedoms acting as the single collective voice for advertisers
- Media: acting as the champion for advertisers
- Training, briefing seminars and industry updates
- Practical Consultancy and best practice advice

Membership Benefits and Support for Members

Protection of advertising freedoms acting as the single collective voice for advertisers

- ISBA engages with Government, Regulators (OFCOM, POSTCOM etc) and the media with the view to protect advertiser's interests on any matter or issue relating to marketing communications.
- ISBA engages with relevant sectoral bodies to maximise effort on sector specific issues eg: SMMT, FSA, FDF etc
- ISBA is integral in the self regulation of advertising content and is an active member of CAP/BCAP, Clearcast copy panel and RACC
- ISBA represents advertisers on some 25 industry bodies and groupings to ensure that any developments are not adverse to advertiser needs.

Current issues include:

- Implementation of UCP with concerns around use of the term free
- Defra Green Claims Code Revision (lead member of task force)
- Review of Audio Visual Media Services Directive – with regard to country of origin principal, minutage and product placement
- Extension of the Energy Labelling Directive into advertising
- Line by line review of the CAP and BCAP Codes
- Review of ICC Global Advertising Codes

Without ISBA acting as a single advertiser voice – the voice of business would not be recognised.

Media: acting as the champion for advertisers

- With the growing, complex media landscape advertisers need impartial support, guidance and representation
- Advertisers' require a focal point to represent their views on all relevant consultations covering media ownership, consolidation and the trading landscape in particular with OFT Competition Commission and OFCOM

Current issues include:

- Responding to OFT on its review of ITV CRR (collectively saving advertisers in excess of £1billion)
- Improved verification in outdoor
- Zonal Pricing – opposing via Postcom the introduction of ZP to protect a Universal Service Offering
- UK Online Measurement
- Google's ad words policy
- Self regulation in online and encouraging responsible participation by online media owners
- Data Sharing Review regarding use of the Electoral Register (its withdrawal would mean cost increases for the industry)
- TV Late Copy Charges – harmonisation of late copy thresholds

Note: Several years ago ISBA (recognising media convergence and differentiation of media channels – also with increasing number of requests from marketers within media companies for practical support) took the decision to allow media owners – **IN THEIR ROLE AS ADVERTISERS** to become members of ISBA. The one caveat (and to avoid conflict of interests) was that the media owner could not be involved in the development of policy relating to their direct media interests. That said Capital Radio has been long standing members of ISBA. When GWR merged with CR it is without a doubt that their membership of ISBA gave them insight into advertiser's views and provided a platform for detailed discussion and necessary safeguards.

Across the media landscape there are over 100 issues on ISBA's agenda. ISBA's policy is developed through our action group network covering all media (TV, Printout, Radio, DM/SP, Sustainability, Digital, Public Affairs and Communications Purchasing (which also has four focused sub groups).

These Groups provide members with:

- Insight into market and advertiser trends/views and opinions
- Early warning of industry developments
- The ability to input into ISBA policy that shapes the communications landscape
- Networking and personal development outside of corporate life.
- A forum for advertisers to brainstorm issues and problems.

Training, briefing seminars and industry updates

- ISBA holds 46 training courses per annum on all aspects of marketing communications. Using experts from industry ISBA covered briefing, working with agencies, campaign and media management, digital and some specialist skills.
- Provides in-house bespoke training solutions
- Practical briefings for advertisers on industry developments eg; implementation of the Consumer Protection Regulation, de-coupling, agency overhead
- Seminars to update in-house legal people on marcoms legislation with Law Society accreditation.
- Bite sized seminars to debated topical subjects eg; recession, celebrities in advertising
- Ad-hoc open meetings to debate industry issues.
- A new 6 part marketing academy covering insights, strategic brand development, innovation, marketing planning, activity generation and campaign development.
- An Annual Conference to inform industry on the key issues with senior speakers from business, government, the media and regulators.

Practical Consultancy and best practice advice

ISBA provides its members with extensive support and guidance on any matter or issue relating to marketing communications. The team at ISBA have over 100 year's of personal knowledge and industry experience to help counsel members in particular on client/agency relationships and the marcoms process, the media landscape and public affairs.

Our comprehensive consultancy and best practice service is a confidential resource available to all ISBA members, advertisers "dip into" the service to compliment/supplement their own resource, if used effectively this service alone can deliver return on the subscription investment.

Member projects handled in the last year include:

- 120 agency pitches helping place over £200m of business (saving those members the costs of using an external search & selection consultancy)
- Provided detailed analysis and negotiation coaching on 89 major client/agency contracts (saving members conservatively upwards of £500k of legal fees)
- Analysing over 100 agency fee proposals and advising on negotiation tactics
- Providing 242 advertisers with guidance on understanding and working with digital agencies, and fee benchmarking in this growing discipline
- Working in-depth with 10 advertisers on TUPE issues related to pitching business
- Advising 29 advertisers on production de-coupling/process re-engineering
- Providing 82 members with guidance on digital agency contracts

We have an extensive knowledge pool of Information and guidance on contemporary practices and many useful templates available for ISBA members only:

- Model agency contracts – creative, media, digital, PR, BTL/DM/SP.
- Guidance notes
- Relationship and Pitch evaluation templates
- Agency charge out rate benchmarking pools of data – creative, BTL, PR, on-line media planning & buying, digital creative (166 members contributed rates to these pools in 2008)
- Research reports – Payment by Results, Paying for advertising (containing in excess of 10 years of data)
- Template RFI's and RFP's

Legal Help lines for members:

- Free legal helpline for all marketing communications legal queries eg: IP, copyright, Code compliance
- Free legal helpline to compliment ISBA's model contract for working with digital agencies.

Updates on Industry Developments, Guidance and Briefing notes.

- ISBA issues regular notes to its members with the aim of informing and updating them on the developments.

Recent guidance notes include:

- Credit Insurance
- Understanding and negotiating Agency Overheads
- Measuring Marketing Payback
- Top tips for e-sourcing marcoms
- Music buying rights
- E-sourcing



For more information or a presentation about ISBA please contact Jackie Marlow, Director of Membership and Marketing on **0207 291 9020 or via e-mail jackiem@isba.org.uk**

