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Creative Hutch
Carlisle

INDUSTRY GUIDE **ADVERTISING**

Advertising Industry Guide

This guide is designed for anyone starting or running a business related to Advertising.

We have highlighted some of the key resources about Advertising that you can find at the Business & IP Centre such as general research (statistics, trends and developments), key companies, trade magazines and newsletters.

All you need is a free Reader Pass.

About the Business & IP Centre (BIPC)

The Business & IP Centre is here to help you start and grow your business. We offer one to ones, specialist workshops, inspiring events and access to premium market data and intelligence – all for free. We are home to the UK's largest collection of business and intellectual property (IP) information, as well as a thriving community of entrepreneurs. Based in the British Library and over 70 libraries across the UK.

Here to help

If you have any questions, our information specialists at the Business & IP Centre will be happy to help. You can pop into the BIPC reading room on the first floor in the British Library, or email one of the team at bipc@bl.uk

Updated May 2025
Mary (Marette) Hickford

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 [Instagram](#)

Start-Up Information



The Cobra database contains practical factsheets on all aspects of starting, running and managing a small business – including information on writing business plans, marketing, company structures etc.

It also covers the practical aspects of how to start and run types of businesses – outlining necessary skills, regulations, licences and legislation etc. and highlights other sources of information and advice available.

Accessible via electronic resources

Business Opportunity Profiles (BOP)

Advertising Agency	BOP480
Graphic Designer	BOP035
Design Agency	BOP470
Illustrator	BOP177
Photographer	BOP001
Signmaker/Installer	BOP172
Videographer	BOP020

Mini Business Opportunity Profiles (MBP)

Animator	MBP088
Signwriter	MBP058

Business Information Factsheets (BIF)

An Introduction to Income Tax, National Insurance and VAT	BIF015
Checklist for Recruiting Employees	BIF036
Environment Act 2021	BIF571
Monitoring your Competitors	BIF132
Sales Forecasting	BIF236

Sources of Business Information (SOU)

Advertising Association	SOU0130
Advertising Standards Association	SOU0056
Association for Project Management	SOU0308
Association for Qualitative Research	SOU0319
Creative & Cultural Skills	SOU0105
Creative Entrepreneurs Club	SOU0565
Media.info	SOU0105 / SOU0847

Market Research and Statistics

If you are planning on starting a business you will need to be aware of the latest trends, developments and opportunities within your industry which can all be found from market research.

Market research also covers market size and forecasts, consumer demographics and attitudes, the key players and products and will often include SWOT and PEST analysis showing areas of strength, weakness, opportunities etc.



eMarketer

eMarketer produces reports from high-level overviews of the trends, forces, and players affecting the industry, to product and company rankings and comparisons focused on digital consumer and retail markets.

- Ad Spending by Industry or Company Data (2024-2025)
- Advertising Trends to Watch in 2025 (2024)
- Fastest Growing Digital Segments 2025-2027 (2025)
- Generative AI for Ad Creative (2024)
- Global Shopper Survey 2025 (2025)
- Infopack: Customer Experience 2025 (2025)
- Social Network Users by Country Data (2024-2028)
- The Ad Agency Ecosystem (2024)
- Western Europe Sustainability in Advertising (2024)
- Worldwide Ad Spending Forecast (2025)
- YouTube for Marketers Explainer (2025)
- Gen Z Social Media Preferences (2024)
- UK Trends to Watch in 2025 (2024)

Frost & Sullivan

Frost & Sullivan publish many reports analysing market and technological developments within the global energy market. The following list is a selection of recent titles:

- Asia-Pacific Mobile Advertising Growth Opportunities (2022)
- Digital Signage Solutions, 2025 (2025)
- Evaluating the Perceptions and Use of Immersive Technologies and the Metaverse (2025)
- Growth Opportunities Driven by Megatrends in Asia - Pacific, Forecast to 2035 (2025)
- Growth Opportunities in the Global Mobile Advertising Market (2022)
- Ride-Hailing Advertising Marketing in North America 2024 – 2045 (2024)
- Top 10 Growth Opportunities in Digital Content Services 2025 (2025)



IBISWorld

Market research also covers market size and forecasts, consumer demographics and attitudes, the key players and products and will often include SWOT and PEST analysis showing areas of strength, weakness, opportunities etc. IBIS World provides trusted industry research on thousands of industries worldwide. Their analysts leverage economic, demographic and market data, then add analytical and forward-looking insight, to help organizations of all types make better decisions.

- Advertising Agencies in the UK (M73.110) (2025)
- Digital Advertising Agencies in the UK (SP0.082) (2024)
- Digital Printing in the UK (SP0.007) (2024)
- Internet Publishing & Broadcasting in the UK (SP0.039) 2024
- Radio Broadcasting in the UK (J60.100) (2023)

- Video Downloading & Streaming Services in the UK (SP0.017) (2024)
 - Television Programming & Broadcasting in the UK (J60.200) (2025)
 - Web Design Services in the UK (SP0.031) (2025)
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Mintel

Mintel provides market research and consumer intelligence solutions to consumer-focused businesses with a combination of syndicated tools and custom insight solutions.

- 2025 Omnichannel Marketing Trends United States (2024)
 - B2B eCommerce UK 2024 (2024)
 - Consumer Attitudes towards Advertising in Financial Services UK 2025 (2025)
 - Global Outlook on Sustainability: A Consumer Study 2024-25 (2024)
Please note that this report focuses on specific industries.
 - Online Grocery Retailing UK 2025 (2025)
 - Online Retailing: Marketplaces and Peer-to-Peer Selling UK 2024 (2024)
 - Social Media: Content Creators UK 2025 (2025)
 - The Future of Social Media UK 2024 (2024)
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Passport Euromonitor International

Passport Euromonitor International is a market research platform offering industry data, consumer insights and macroeconomic trends from over 200 countries around the world.

- Advertising in the UK (2024)
- Digital Shopper Industry Survey Data (2020-2022)

- Digital Shopper Consumer Survey Data (2020-2022)
 - Lifestyles Consumer Survey Data (2021-2025)
 - Maximising Opportunities in the Millennials Market (2025)
 - Megatrends: Experience More with GenAI for Value Creation (2025)
 - Unlocking Growth in the 60+ Consumer Market (2025)
 - Unveiling Transformative Megatrends in Western Europe (2025)
 - Voice of the Industry: Digital Survey Insights 2024 (2025)
 - Voice of the Consumer: Sustainability Survey 2024 Key Insights
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Statista

- Artificial Creativity (2025)
- Advertising Worldwide (2025)
- Digital Advertising Formats in the United Kingdom (2025)
- Digital Advertising in the United Kingdom (2024)
- Digital Advertising in Western Europe 2024
- Digital Out-of-Home Advertising in the United Kingdom (2024)
- Digital Retail Advertising in the United Kingdom (2024)
- Influencer Marketing in the United Kingdom (2024)
- Programmatic Advertising in the United Kingdom (2024)
- Programmatic Advertising Worldwide (2024)
- Search Advertising: Market Data & Analysis (2024)
- Out-of-Home Advertising Worldwide (2025)

From the list of examples above, there are similar titles for other countries. Please ask at the reference desk about any of our other databases such as Kompass and Local Data Online.

Other Market Research Reports



The Impact of Influencers on Advertising and Consumer Protection in the Single Market

(European Parliament, 2021)

data.europa.eu/doi/10.2861/839420



Plimsoll Summary Analysis: UK Advertising & Creative Agencies – An Industry Overview

(Plimsoll, 2020)

[SBH. PLIM. 19, BIPC]

Trade Magazines and Newsletters

Useful for gaining inside knowledge, recent trends, industry news, company profiles, reviews of new products and services. Some contain annual reviews and company contact lists. Mostly available on open shelves in the Business & IP Centre reading room; older issues may be ordered via Explore the British Library (please ask for help).



Campaign (Haymarket Business, monthly)

(P) AQ 93 –E (8), BIPC)

campaignlive.co.uk



Ethical Consumer (Ethical Consumer Research Association Publishing, bi-monthly)

(P) AQ 91 –E (28), BIPC

ethicalconsumer.org/ethical-consumer-magazine

This list does not include academic or technical journals on Advertising and related specialisms. Instead, please use our interim catalogue for Explore the British Library) or ask a reference librarian at the BIPC to access EBSCO for online articles.

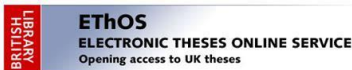
Business News and Journals



In order to find the latest news on your topic it is always worth searching Factiva, Business Source Complete and EMIS.



You will find articles from specialist business and academic journals, as well as newspapers and magazines. You may also find market research reports and case studies. As well as profiles of leading industry figures.

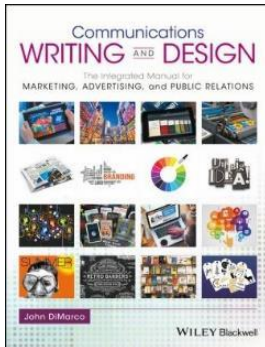


You will also find articles covering recent developments and predicting future trends in your industry.

ETHOS is a special catalogue which contains PhD theses from UK universities.

Small Business Help Books

This is a collection of books with practical information aimed at those starting and running a business. Located in the Centre, unless otherwise stated.



Communications Writing and Design: The Integrated Manual for Marketing, Advertising and Public Relations by John DiMarco

(Wiley Blackwell, 2017)

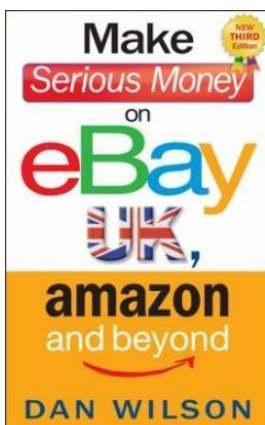
[SBH.MSM.31 - BIPC]



52 Assignments: Instagram Photography by Adam Pearson

(Ammonite Press, 2020)

[YKL.2021. a.5689]



Make Serious Money on eBay UK, Amazon and Beyond by Dan Wilson

(Nicholas Brealey Publishing, 2013)

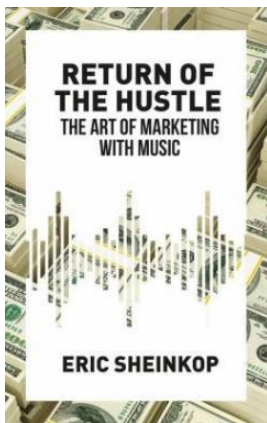
[SBH.BT.73 - BIPC]



Mobile Marketing: How Mobile Technology is Revolutionizing Marketing, Communications and Advertising

(Kogan Page Ltd, 2017)

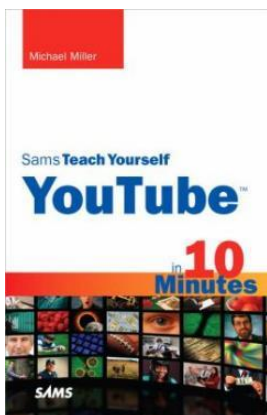
[SBH.MSM.76 - BIPC]



Return of the Hustle: The Art of Marketing with Music by Eric Sheinkop

(Palgrave Macmillan, 2016)

[SBH. MSM. 87 – BIPC]



Sams Teach Yourself YouTube in 10 Minutes by Michael Miller

(Pearson Education, 2010)

[YK.2010.a.429]

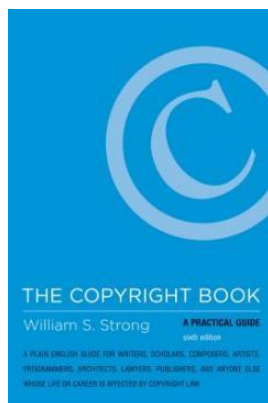
Note: This title of one series of 'Teach Yourself...' covering topics such as LinkedIn and Google Analytics which you can find using the British Library online catalogue.



**Social Media Success for Every Brand:
The Five Storybrand Pillars that Turn Posts into
Profits by Aire Diaz-Ortiz**

(Harper- Collins Leadership, 2019)

[SBH. MSM. 203 – BIPC]

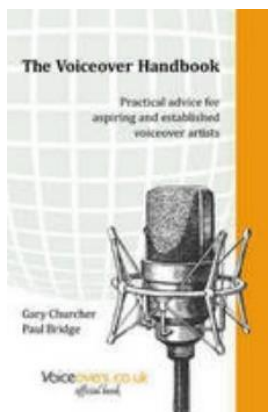


**The Copyright Book: A Practical Guide
by William S. Strong**

(The MIT Press, 2014)

[SBH.PDIP.57 - BIPC]

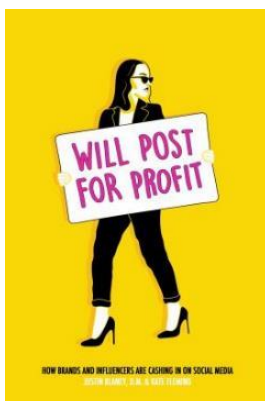
Note: This publication is about United States
copyright legislation.



**The Voiceover Handbook: Practical Advice
for Aspiring and Established Voiceover Artists
by Gary Churcher and Paul Bridge**

(Voiceovers Ltd. Publishing, 2010)

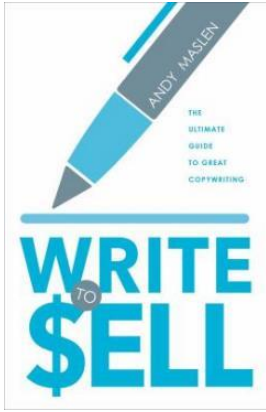
[YK. 2011.a.37251]



**Will Post for Profit: How Brands and Influencers
are Cashing in on Social Media
by Justin Blaney, D.M. & Kate Fleming**

(Post Hill Press, 2020)

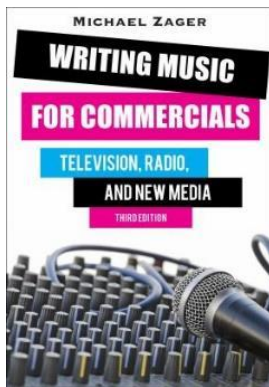
[SBH.BT.220 - BIPC]



**Write to Sell: The Ultimate Guide to Copyrighting
by Andy Maslen**

(Marshall Cavendish Business, 2019)

[SBH. BT. 206 – BIPC]



**Writing Music for Commercials: Television,
Radio and New Media by Michael Zager**

(Rowman & Littlefield, 2015)

[YC. 2015. B.968]

Directories

Contains lists of companies and industry contacts. Some have annual industry reviews and specialist articles. Included here are directories that have been published from 2014 onwards. Earlier directories may also be found on open shelves in the Directories section in the Business & IP Centre reading room.



Research Buyer's Guide (Market Research Society)

[(B) DIR 658.8302541 - BIPC]

[(XP) AA 657 –E(14)] or [7734.495000]

mrs.org.uk/researchbuyersguide

A cross-sector directory of market research contacts. Sectors include Media. Though the core lists are agencies based in the UK and Ireland, it does also feature those based abroad.



2019 Media Guide

(Overseas Press and Media Association, Surrey)

[(B) DIR BUS 2019 659.13 - BIPC]

Listings of international newspapers, business-to-consumer, business-to-business, in-flight, broadcasting and outdoor contact details.

Note: The company no longer operates.



The A List: A Guide to Who's Who in Media and Advertising 2020 **(Haymarket, London)**

[(B) DIR 659.0922]

A selected list of leading figures in the UK media and advertising sector.

Note: The British Library does not subscribe to subsequent online issues.

Internet Sources

Websites containing free sources of industry statistics, information and contacts.

Ad Forum

An online networking platform for advertising start-ups to connect and share examples from their portfolio of work. It provides an online creative library, job opportunities and a range of online directories. Free membership is available.

adforum.com

Ad Age

A long-established news and analysis provider in the marketing and advertising sectors. With a United States and international focus, it provides a service for businesses to create and build their own profile as well as free reports and events listings.

adage.com

Advertising Association

A long-established trade association for the UK Advertising Industry. It oversees a wide range of networks such as gambling, public health and representation with industry news and analysis filtered accordingly.

adassoc.org.uk

Advertising Standards Authority / Committee of Advertising Practice (CAP)

A regulation body which ensures advertising codes (created by CAP) are adhered to by non-broadcast advertisers. It facilitates a complaint system and will make decisions based on a set of principles. It also provides a bespoke copy service, in which they can give advice to businesses on codes compliance.

asa.org.uk

T 020 7492 2222

AIB Europe

A European trade association for digital marketing and advertising which seeks to support businesses through its transparency and consent framework to help implement and maintain data protection legislation. It also publishes material relating to knowledge, sustainability, retail and post third party cookies.

iabeurope.eu

Carbon Trust

Climate pioneers for more than 20 years, we partner with leading businesses, governments and financial institutions to accelerate their route to Net Zero. We are your expert guide to turn your climate ambition into impact.

carbontrust.com

Incorporated Society of British Advertisers

A membership organisation which advocates on behalf of the UK advertising brands. Its services include providing accredited qualifications and networks tackling issues such as tech governance, digital, influence marketing and sustainability.

isba.org.uk

T 020 7291 9020

Institute of Practitioners in Advertising

A membership body which oversees best practice standards. Services include providing consumer research, data and 'economic snapshots'. It also delivers events, conferences, professional development and mentoring support. There is also an opportunity to hire a podcast studio.

ipa.co.uk

T 020 7235 7020

International Advertising Association

A longstanding and international membership body which represents the entire marketing industry. Its platform includes leader forecasts, white papers, webinar presentations, e-books and case studies. Its activities include professional accreditation and support for young professionals through their own chapter network.

iaaglobal.org

International Social Marketing Association

A trade association which represents professionals who combine marketing principles with social justice. It maintains a regional presence across most continents and delivers webinars, events and professional development. It also offers an 'ask an expert' service online.

isocialmarketing.org

Office of Communications (OFCOM)

The regulator for the communication services such as phone, mobile and broadband as well as TV and radio. Services include providing advice for businesses and consumers as well as being the body to apply for a broadcasting license. It also publishes reports and statistics on the aforementioned sectors.

[ofcom.org.uk](https://www.ofcom.org.uk)

T 0300 123 3000 / 020 7981 3000

The History of Advertising Trust

A charitable trust which works to educate those interested in advertising history through making its vast collection of ghost signs, agency and brand archives available for projects and research activities.

[hatads.org.uk](https://www.hatads.org.uk)

T 01508 548623

Top Forty Creative Healthcare Agencies UK 2024 (PM Group Worldwide Ltd)

Listings of the leading agencies in UK healthcare branding, marketing, advertising and design. There are separate rankings for small, independent and young agencies.

pmlive.com/top-forty-creative-healthcare-agencies

Other British Library Guides

These guides may also be relevant to your business:

- A brief introduction to copyright
 - A brief introduction to patents and patent searching
 - A brief introduction to registered designs and registered design searching
 - A brief introduction to trade marks and trade marks searching
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Disclaimer

Please note that every effort has been taken to ensure the accuracy of the information contained in this document, however some recently acquired items may since have been added to the collection. Please ask for help at the enquiry desk or check the online catalogue bl.uk/research for more details.

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