

CopyClear Footnotes

27 October 2016

Spirit of the Code

CopyClear will assess all marketing communications against the letter and the spirit of the code.

The letter of the code are the clauses of the code which set out what is not acceptable in marketing communications. The spirit of the code is the intention behind the letter of the code.

If a piece of marketing communications is submitted to CopyClear which is not technically in breach of a particular clause of the code, but is, in the opinion of the clearance managers, in breach of what was intended by a clause of the code (or clauses of the code or the code as a whole) then it can be rejected on that basis.

When assessing a proposal, this will involve thinking outside the narrow interpretation of the rules, and applying its principles broadly and cautiously to the creative concept, content and placement of the advertising.

As with all submissions to CopyClear, a detailed explanation for why a piece of marketing communications is being rejected will be supplied in all cases.