



# CopyClear

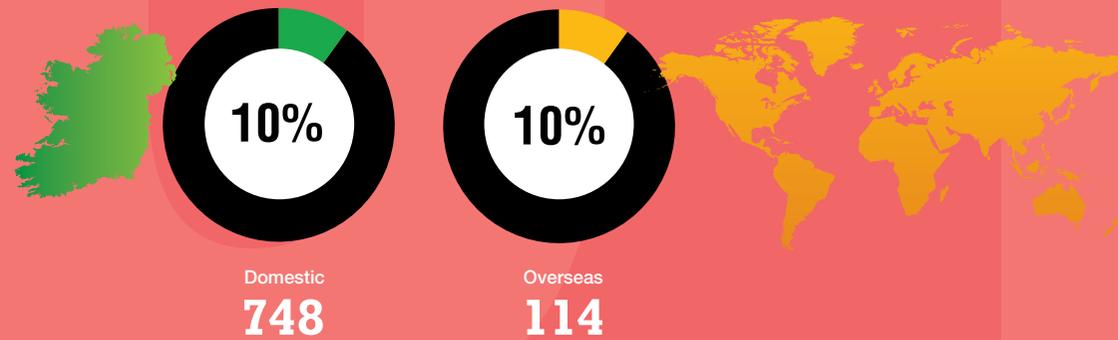
ANNUAL REPORT 2016

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CopyClear Submissions in 2016 Approved



CopyClear Submissions in 2016 Not Approved



# Chairman's Introduction

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In the past three years we've seen the number of submissions to CopyClear grow every year. In 2016 the clearance managers reviewed almost 9,000 submissions – an increase of 41% on the previous year. And with digital and social media now accounting for over 55% of all work submitted, the task of reviewing these submissions has also grown in complexity. Despite this, our very capable managers have continued to provide an excellent service to our users within the limited time available to them.

In addition to the time spent reviewing submissions our managers have also invested significant time in training, meeting among themselves to ensure consistency and equity and meeting with brand owners.

In response to this increased demand, CopyClear has extended its service to a third day (Friday) and introduced additional hours for administration and manager group meetings.

In February 2016 we hosted our fifth users' seminar in Croke Park. Once again this was very well attended and there was plenty of productive discussion and interaction between CopyClear compliance managers and those attending the seminar. In a survey we conducted after the event, the feedback was very positive and will assist us in making our next users' seminar even more effective.

The number of consumer complaints upheld by the ASAI against alcohol advertising continues to be very low but, as I have been emphasising since I took on the role of

CopyClear Chairman, it only takes one high-profile breach of the code to jeopardise the entire system of self-regulation currently enjoyed by the alcohol sector in this market. Indeed, the draft legislation, if enacted in its current form, would see the advertising of alcohol very significantly restricted.

If the alcohol sector is to have any success in lobbying for amendments to the proposed legislation it will have to demonstrate that it can regulate itself in a responsible fashion - this means abiding not only to the letter of the codes they have signed up to but, more importantly, to the spirit of those codes.

At CopyClear we will continue to support our service users in achieving this.

**Fintan Cooney**

**“ In addition to the time spent reviewing submissions our managers have also invested significant time in training, meeting among themselves to ensure consistency and equity and meeting with brand owners.”**

# Board of Directors



**FINTAN COONEY**  
**CHAIRMAN**

Fintan is a graduate of UCD and spent over 25 years working in advertising agencies including Dimension, McCann Erickson, Dublin and Chemistry where he was Client Service Director for 13 years. He is a former board member of IAPI and sits on the board of the St James's Hospital Foundation. Fintan left his career in advertising in 2012 and now works as a Funeral Director with Fanagans. ■



**BARRY DOOLEY**

**Chief Executive, Association of Advertisers in Ireland (AAI).**  
The AAI champions the freedom to promote responsible and effective marketing communications, and thereby enable businesses to communicate with consumers and citizens. Barry was a Board Director of Irish International Advertising for 20 years and a Board Director of The Institute of Advertising Practitioners (IAP) for six years. He has extensive experience in all matters to do with advertising having worked on many new product launches and on campaigns for most of Ireland's iconic brands. Barry has worked on the Agency and Client side of the business – he was a product group manager on Bulmers Cider in Showerings Ireland Limited for 3 years. ■



**TANIA BANOTTI**

**CEO of the Institute of Advertising Practitioners of Ireland (IAP).**  
IAP is the representative body for the Irish marketing and communications sector. Members include creative advertising agencies, media agencies and digital specialists. Previously Tania was CEO of Theatre Forum, the national association for the performing arts and one of the founders and Secretary of the national campaign for the Arts for three years. She was Chief Executive of Screen Producers Ireland, the national association for broadcast film and animation production companies. She also worked for the UN in the Gaza Strip, Palestine for a number of years. ■



**TIM RYAN**

**Head of Marketing, Glanbia Consumer Foods.**  
Tim has 20 years' experience in FMCG marketing in Ireland, the US and UK. He is currently Head of Marketing at Glanbia Consumer Foods, and is responsible for the Avonmore brand's beverages marketing and innovation globally. He started his marketing career with Chivers and has since worked at brands like Jacob's, Jameson and Kelloggs. Tim has spent the last 5 years at Glanbia in various marketing and innovation roles across both food and dairy beverages categories. His current role includes the brand and innovation strategy for China, an increasingly important market for the Avonmore brand. ■

“ Central Copy Clearance Ireland, trading as CopyClear, was established in 2003. It is a separate, independent company with its own board of directors, and is not a subsidiary of any other company or organisation.”



**LINDA O'CONNELL**

**Account Director,  
TBWA\Dublin.**

Linda is a commercially focused graduate of Queen's University, Belfast and the Irish Management Institute. During her career, she has worked on brand communications across a number of sectors, most extensively with state and semi-state organisations, finance, energy, health and FMCG. She has a proven track record in strategic brand leadership, driving new business, handling strategic objectives on key accounts, and managing client service teams. ■



**RAY SHEERIN**

**Managing Director, Chemistry**

Ray is the founding Managing Director of Chemistry, having set up the agency in 1999. Prior to setting up Chemistry, he set up direct marketing agency OgilvyOne and ran it for 6 years. And prior to that he headed up Equator, the Saatchi below-the-line subsidiary, for 2 years. He started his career client side in Abbey Life in Dublin, moving to London four years later to become International Marketing Manager at Fidelity. He began his agency career in London first as a copywriter before switching to client service. A graduate of French and Irish from Trinity College, Ray was made a Chartered Director of the Institute of Directors in 2016. ■



**CAROLINE DONNELLAN**

**Head of Marketing & Communications,  
KBC Bank, Ireland.**

Caroline has over 14 years' experience in financial services and is currently Head of Marketing & Communications at KBC Bank Ireland. Caroline leads the Marketing and Communications team with responsibility for driving brand awareness and consideration of KBC in the Retail financial sector through the management of advertising, brand strategy, product communications and public relations. Caroline joined KBC in 2012 from EBS where she held the position of Marketing Communications Manager. She had responsibility for managing the marketing & communications strategy for EBS and implementing a new customer engagement programme. ■



**JIM CASSIDY**

**Entrepreneur & Digital  
Marketing Specialist**

Jim co-founded Lucidity Digital in 2003. Under his leadership the company grew from an infrastructure and technology company to one of Ireland's leading full service digital agencies employing 30 people. He guided the business through the successful acquisition by Aegis Media in 2013 and a re-brand to Isobar in 2014 acting as Managing Director until May 2015. He is a lecturer in eCommerce, and Digital Strategy, and is passionate about giving Irish businesses a platform to operate on a global scale. He is currently working on an MBS from IMI/UCC in Data, Finance and Digital Strategy. ■



CopyClear Compliance Managers.

# Managers



## LYNNE TRACEY

Lynne Tracey started out in the Advertising Industry in a salmon-colour linen suit and a black briefcase – well it was the 1980s and that’s her excuse. Despite the sartorial lapse, Lynne managed to find work and spent her career working in Agencies such as Campaign Advertising and McCann-Erickson in New York. She moved back to Dublin as a founding Director of McCann-Erickson Dublin and subsequently moved to the Javelin Group where she was a Board Director. Lynne is a past President of IAPI and has served on the Board of the ASAI and CCCI. Lynne currently lectures on the DIT MSc in Advertising and has been a Clearance Manager with CCCI for nine years. ■



## MAGS MCLOUGHLIN

Mags McLoughlin joined CopyClear in November 2014. She has over 20 years experience in communications and marketing in Ireland and overseas, working in a variety of sectors including financial, FMCG, automotive, telco and not for profit sectors. She has worked on both the agency and client side of the business and as independent consultant. Mags has extensive experience in bringing products to market, developing launch or repositioning communications, overseeing award winning creative and implementing CRM and customer retention programmes. In 2001 Mags set up Pennies for Heaven, a euro changeover charity, which raised €7.5m for 11 Irish charities. In 2004 she took a career break and completed a Master of Creative Writing in Queens Univeristy. She is currently working on her third novel. ■



## JOE CLANCY

Joe spent 10 years in London following QPR and worked in advertising with Brunnings and the Young & Rubicam Group to support this addiction. He returned to Ireland to rediscover his Munster Rugby roots and joined Hunter (Saatchi & Saatchi), later becoming MD at Bates and Red Cell, and then CEO of Young & Rubicam Dublin. He has managed campaigns for iconic brands such as Land Rover, Smirnoff, Baileys, Club Orange, Johnson & Johnson, Pfizer, Bayer and Zanussi, that have won awards at CLIO, NNI, ICAD, PAA and IAPI ADFX. His involvement in Munster’s two Heineken Cup Final victories however was in a purely supportive role. He served on the Council of The Marketing Institute and is a former Board Member of Central Copy Clearance Ireland. ■



## EOGHAN NOLAN

Award-winning copywriter Eoghan Nolan brings a wealth of experience to the role, having been Creative Director and Board Director of McCann, Irish International BBDO and Leo Burnett. A former lecturer in Copywriting, Eoghan served on the boards of IAPI and of ICAD and currently runs his own creative consultancy, Brand Artillery. Among his accolades are Ireland’s first D&AD, Radio Ad of the Millennium from the Kinsale Sharks and Best Copywriting 2012 from the National Newspapers of Ireland. He won the only Gold Bell awarded for any advertising in Ireland at ICAD 2014. Eoghan holds an advanced certificate from the Wine & Spirit Education Trust (WSET). ■

# Operational Overview

“ CopyClear compliance managers and general management met regularly during 2016 with representative bodies, brand owners and agencies to ensure understanding of the codes and how they are applied.”

CopyClear deals with one part of the promotion of alcohol and operates on the basis that alcohol companies submit details of their planned campaigns in advance so that they can be vetted to ensure that they are compliant with the ASAI code. This has resulted in very few complaints about alcohol ads to the Advertising Standards Authority for Ireland since CCCI/CopyClear was established.

CopyClear compliance managers and general management met regularly during 2016 with representative bodies, brand owners and agencies to ensure understanding of the codes and how they are applied. CopyClear continues to promote an open door policy to discuss campaign ideas before they are submission ready - this helps ensure compliance in the work finally submitted and can help the creative and production process along the way.

In 2016, Copyclear reviewed 8,859 submissions, an increase of 41% over the 2015 submission numbers. This total includes all versions of a campaign, including preliminary concepts, adaptations and finished work. The number of advertisements that eventually appear

in print or broadcast is naturally lower than the number of submissions considered and comprised 69% of all submissions in 2016.

Of the 8,859 submissions considered and assessed, 7,997 of them were compliant, an approval rate of 90%, with 862 (10%) non-compliant and therefore not published or broadcast. These figures compare with a 94% approval and 5.6% non-approval rate in 2015. CopyClear considers submissions in all alcohol product categories – Beer and Cider, Spirits, Wine, Liqueurs and Ready to Drink (RTDs), and it reviews advertisements originating from overseas sources and from Irish sources.

In 2016, 82% of all submissions were created in Ireland, this represents an increase in locally produced material where 12% of material reviewed by CopyClear in 2015 was created outside of Ireland.

## Product Categories

CopyClear divides its analysis of alcohol submissions into different product categories, and this approach helps to more precisely identify patterns and trends. Beer accounted for 4,660, 53% of the total submissions. This was down from

the 2015 figure when Beer accounted for 58% of the total submissions. The 2016 non-approval rate for Beer submissions was 9.8% compared to 5.5% in 2015 and 7.5% in 2014.

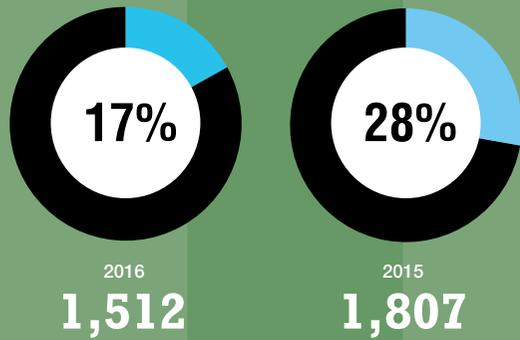
Spirit advertisements accounted for 2,601 submissions (29%) of the total – this represents an increase on previous years where the managers viewed 1,935 (30%) and 946 (16%) submissions respectively in 2015 and in 2014. The overall approval rate for Spirit advertisements in 2016 was 92% and 8% non-approval, and this compared with 94% and 6% respectively for 2015.

The total number of Wine advertisement submissions in 2016 was 265 compared to 228 in 2015 – the overall approval rate for Wine advertisements in 2016 was 86.4% compared to 60% in 2015 and 73% in 2014.

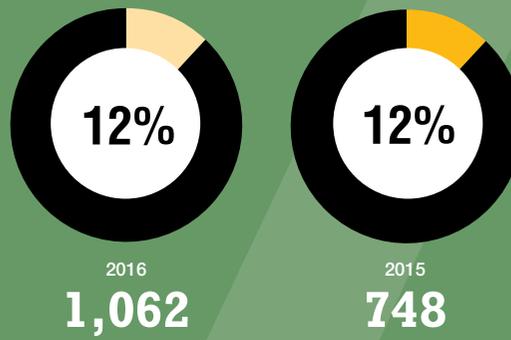
Liqueurs only accounted for a total of 434 submissions in 2016 as compared to 26 in 2015. RTDs (Ready to Drink) showed a total of 3 submissions in 2016 with 75% of them being compliant. These advertisements were largely adaptations of international materials. ▶▶



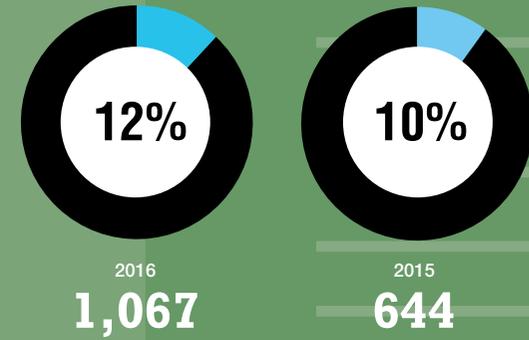
**Irish Based Advertising Agency**



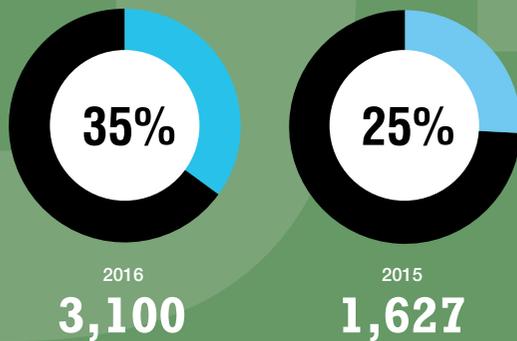
**Overseas Advertising Agency**



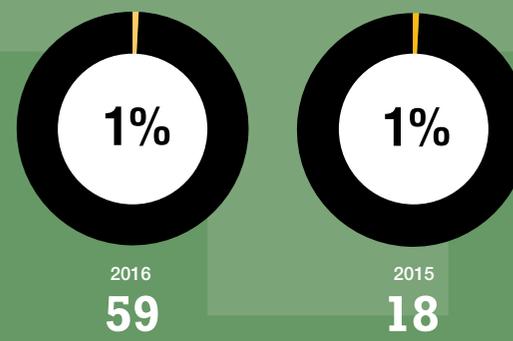
**Irish Based Media Agency**



**Irish Based Digital Agency**



**Overseas Digital Agency**



## Operational Overview (Continued)

### Source-Origin and Media Channels

80% of the 8,885 advertising submissions originated in Ireland, amounting to 7,100 submissions. The comparable figure for 2015 was 5,232 –almost 82% of the total number of submissions. The advertisements originating from overseas-based companies and agencies tend to be part of wider global advertising campaigns for their brands. Overseas submissions amounted to 1,121 which compared to 766 in 2015, an increase of 46%.

Internet-based advertisements have been the number one media channel since 2011 – previous to this OOH had been the single largest medium. In 2015, paid-for on-line activations accounted for 16% of all submissions. Owned on-line activations accounted for 18.7% of all submissions. Press and magazine advertising accounted for 2.5% of all submissions. TV accounted for 7% and radio accounted for 3% of all submissions. Cinema as a channel for alcohol advertising is minimal at 0.2% of the total.

On-line activations comprised almost 58.5% of all submissions in 2016, up from just over 37% in 2015 and 34% in 2014. The on-line arena is complex and

constantly evolving, with innovations such as facebook live and Instagram stories being launched in 2016. This requires the compliance managers to be fully au fait with the range and nature of the media and how the media can be used by brands. This media source will continue to evolve and CopyClear are committed to ensuring that they have a detailed knowledge and understanding of all aspects of the medium.

### CopyClear Remit

CopyClear's remit covers marketing communications for alcohol brand advertising broadcast or published in Ireland. CopyClear assesses submissions in accordance with the Codes of Practice of the Advertising Standards Authority for Ireland (ASA), though companies

and advertisers are also required to comply with other codes such as those of the Broadcasting Authority of Ireland and in the context of placement codes which are overseen by the Department of Health appointed Alcohol Marketing Communications Monitoring Body (AMCMB). This latter Code, which was agreed between the Department of Health and the alcohol and advertising industries, covers marketing and sponsorship and relates to a wide variety of locations in which alcohol marketing or promotion appears. In addition, advertisers are also required to comply with industry codes such as those managed by the RRAI (Responsible Retailing of Alcohol in Ireland) which operates under the approval of the Department of Justice. These various

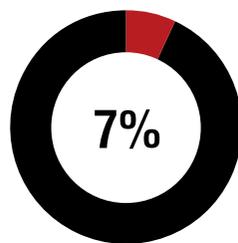
codes cover retail outlets, off-licences, licensed premises and mixed retail outlets.

### The Development of CopyClear (Central Copy Clearance Ireland)

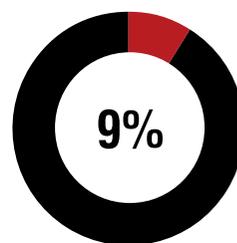
Central Copy Clearance Ireland Ltd (CCCI) trading as CopyClear, is a separate independent company with its own board of directors, and is not a subsidiary of any other company or organisation. It was established in 2003, and was an initiative proposed following extensive discussions between the Association of Advertisers in Ireland (AAI), the Institute of Advertising Practitioners in Ireland (IAPI) and the main alcohol - producing and marketing companies at the time. They presented it as a positive industry response to concerns expressed by



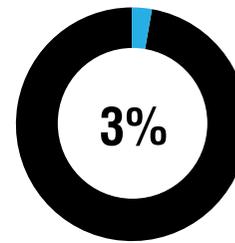
Television



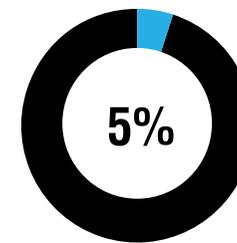
2016  
**579**



2015  
**594**



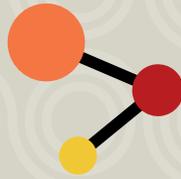
2016  
**221**



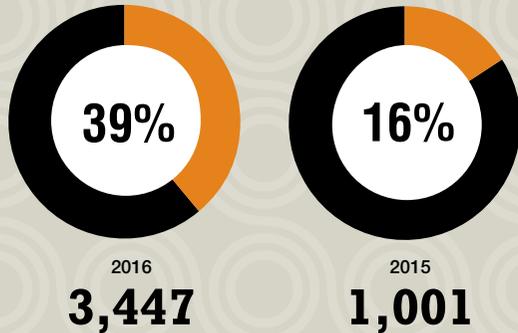
2015  
**307**



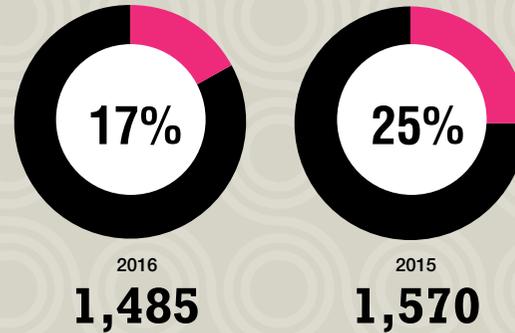
Radio



Paid-for Online Activations



Out-of-Home



“ As advertising would appear in digital, press, outdoor or broadcast media, it was important to engage the support of these channels in effectively implementing the CopyClear Process.”

**Administration of CopyClear is jointly provided by AAI and IAPI.**

The service also allows for an appeals process so that an advertiser who might not be in agreement with the decision on their advertisement by CopyClear managers, can appeal for a review by the Appeals Committee. This Committee comprises the Chairperson and two other members of the board. The model developed for CopyClear demonstrates how self-regulation in the area of alcohol advertising can work effectively. Because advertising would appear in press, outdoor or broadcast media, it was vital to engage the support of these channels in implementing the CopyClear process ■

the Department of Health and Children about the content of some advertising.

The rationale behind it was that the alcohol companies were keen to demonstrate their commitment to socially responsible marketing and promotion of their products. They agreed to set up an independent body, which would be funded by them but in which they would have no board representation or management role, which would act independently to assess the compliance of their proposed advertising campaigns with the relevant Codes of Practice and that they would accept the adjudications of CopyClear in the matter.

This arrangement was further strengthened by the involvement of the major media as

delivery partners. As advertising would appear in press, outdoor or broadcast media, it was important to engage the support of these channels in effectively implementing the CopyClear process.

With regard to digital media, a seminar was arranged with the members of IAB Ireland to inform all of the digital publishers of the CopyClear process to ensure collaboration and compliance with the ASAI code.

The result of this multi-party arrangement is that all advertisements must carry CopyClear approval and have a CopyClear certification number which has to be quoted and presented when the advertiser is seeking to have an advertisement placed— otherwise it is not

accepted by the media for publishing. Each individual piece of advertising is vetted. This can be copy, images or even concepts. The vetting, often at all stages of its production, is done by a group of managers experienced in the industry and trained in the Codes of Practice. Vetting applies to all advertisements intended to be run in the Irish media, whether made in Ireland or developed internationally.

The CopyClear board is made up of nine members, four each of whom are nominated by the Association of Advertisers in Ireland (AAI) and the Institute of Advertising Practitioners in Ireland (IAPI) respectively, plus an independent Chairperson. None of the nominees come from the alcohol industry.

**Central Copy Clearance Ireland (CCCI).**

12 Clanwilliam Square, Grand Canal Dock, Dublin 2.

Telephone: 01-676 4876 Fax: 01-611 4834

Email: [clearance@copyclear.ie](mailto:clearance@copyclear.ie)

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Copyclear is the trading name for Central Copy Clearance Ireland (CCCI).