



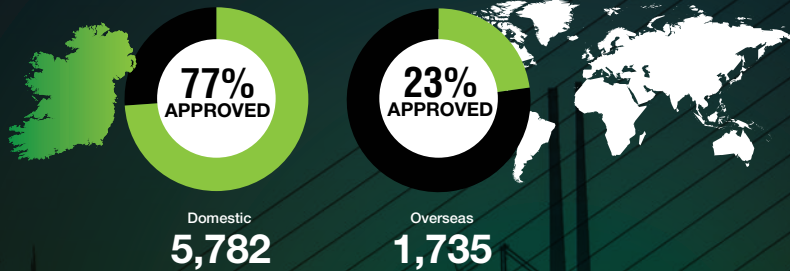
CopyClear

ANNUAL REPORT 2017

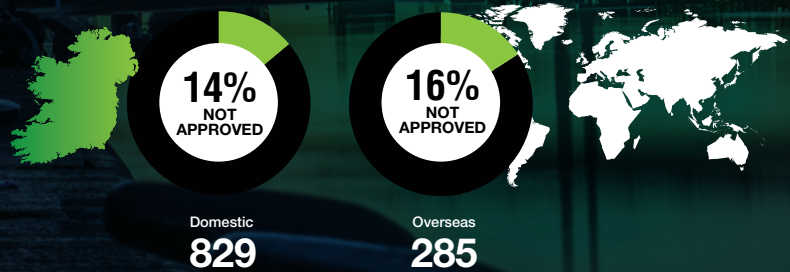


7,517

Submissions to CopyClear in 2017
APPROVED



Submissions to CopyClear in 2017
NOT APPROVED



2017 submissions

A Note on Submissions:

A 'submission' is any piece of marketing communications that needs to be considered by the CopyClear compliance managers in terms of compliance with the ASAI code and which has been duly submitted through the CopyClear website by a registered user of the service.

This could be a single 48 sheet (billboard) or it could be a social media calendar covering a given month's proposed posts across two or more channels, e.g. Facebook and Instagram. Even though one of these collected posts may only be a thumbnail, it must be given due consideration. Given the tilt to online usage, this can mean that what is counted as a single submission can occupy the managers for a disproportionate amount of time.

“ 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.”



Chairman's introduction



In 2017, CopyClear compliance managers reviewed over 7,500 submissions. And with digital and social media now accounting for over 54% 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. They also maintain regular contact with the ASAI.

In February 2017 we hosted our sixth users' seminar in Croke Park. Once again this was very well attended with over 150 present and there was plenty of productive discussion and interaction between CopyClear compliance managers and those attending.

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 must continue 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 goal.

I am stepping down as Chairman of CopyClear after four years in the role, which I have found to be both challenging and rewarding. I want to thank my fellow board members and the CopyClear managers with whom I worked very closely. I want to extend a special word of gratitude to Barry Dooley, CEO of AAI and Tania Banotti, CEO of IAPI for their support to me during my tenure and for their ongoing dedication to CopyClear. I wish my successor Brendan Coyle every success during his time as Chairman.

Fintan Cooney,
Chairman

“ 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.”

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 (IAPI).

IAPI 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. In 2018, Tania left IAPI to become Director of Creative Ireland. ■



David Quinn
Managing Partner, Bloom.

David is co-founder and managing partner of Bloom – an independent creative agency. He has over

20 years' experience in the advertising business working with a wide range of clients from start-ups and FMCG brands to political parties and third level colleges. He has a particular passion for working with 'challenger brands' and is proud of the role he has played in the success of many of Ireland's leading challengers. David was also one of the founders and artistic director of Punchbag Theatre Company in his native Galway and is a graduate of UCG. ■



Caroline Donnellan
Head of Marketing & Communications, KBC Bank, Ireland.

Caroline has over 15 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 customer insights. 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. ■



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. ■



Cian Corbett
Managing Director, Leading Social

Cian Corbett is a Digital Media Strategist, Lecturer and Managing Director of Leading Social - a content

and social media agency based in Dublin. Prior to taking the reins at Leading Social, Cian spent 6 years with Core Media developing digital strategies for Three, AIB, Toyota, Spar and Aviva. The Cork native's experience also includes two years Business Development with Diageo Ireland in Munster before tackling the digital giants in Dublin. ■



Jim Cassidy
Entrepreneur & Digital Marketing Specialist

Jim Cassidy is the CEO of the Code Institute and has a track record of entrepreneurship, scaling and managing businesses.

His experiences in implementing new marketing and business development strategies make him a recognised industry expert in E-Commerce (Lecturer and guest speaker). Jim was the founder of Lucidity Digital and the managing director for Isobar Ireland, a full-service digital agency, he holds an MBS in Digital Strategy, Data and Finance. ■



Compliance managers



Lynne Tracey

Lynne's career began with Campaign in Dublin and then with McCann-Erickson, New York. She moved back to Dublin as a founding Director of McCann-Erickson and subsequently moved to the Javelin Group as a Director.

Lynne was the first female President of the Institute of Advertising Practitioners in Ireland, she also served on the Board of the Advertising Standards Authority of Ireland, the Advertising Benevolent Society (TABS) and CCCI (CopyClear). She currently lectures on the DIT MSc in Advertising and has been with CopyClear since 2007.

Lynne has extensive experience working with not-for-profit Boards. She served on the Well Woman Board for five years and chaired the Board for two. She is currently on the Board of the Transgender Equality Network Ireland (TENI) and is Chairperson of the New Theatre in Dublin's Temple Bar. ■



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 University. She is currently working on her third novel. ■



Joe Clancy

Joe spent 10 years in London working in advertising with Brunnings and the Young & Rubicam Group. He returned to Ireland to join Hunter, later becoming MD at Bates and Red Cell, and then CEO of Young & Rubicam. He has managed campaigns for iconic brands such as Land Rover, Smirnoff, Baileys, Club Orange, Pfizer, Bayer, Zanussi, and Johnson & Johnson.

Joe served on the Executive and the Council of The Marketing Institute of Ireland during which time he was also a member of The Marketing Society. He was a Board Member of Central Copy Clearance Ireland (Copyclear) from 2008 until 2012. ■



Eoghan Nolan

Award-winning copywriter Eoghan Nolan brings a wealth of experience to the role, having been Creative Director and Board Director of McCann, BBDO Dublin and Leo Burnett. A former lecturer in Copywriting in DIT, 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 from the National Newspapers of Ireland. He won the only Gold Bell awarded for any advertising in Ireland at ICAD 2014. Since 2017, he has been a faculty member of Insec U London, where he lectures on the Masters in International Brand Strategy course. Eoghan holds an advanced certificate from the Wine & Spirit Education Trust (WSET). ■

Operational overview



“ CopyClear compliance managers and general management met regularly during 2017 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 advertising to the Advertising Standards Authority for Ireland since CCCI/CopyClear was established.


CopyClear compliance managers and general management met regularly during 2017 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.

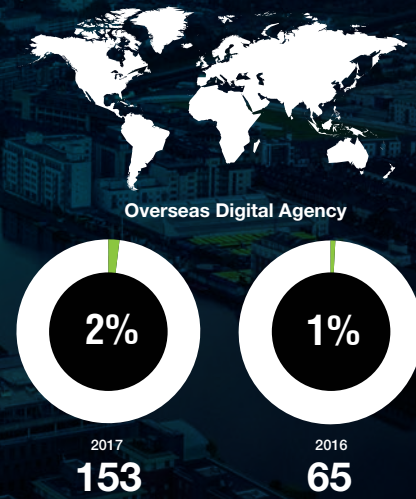
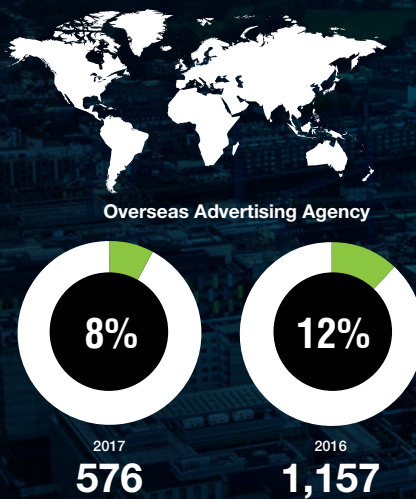
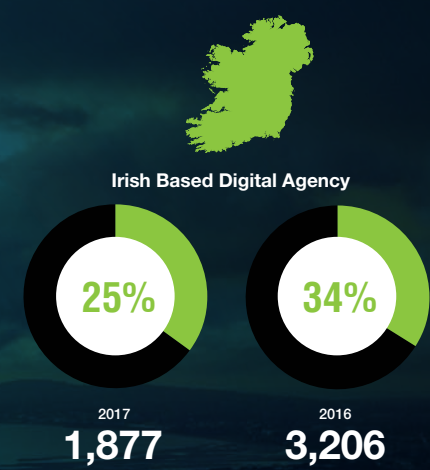
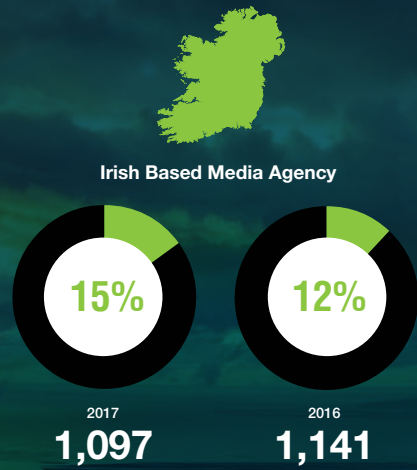
In 2017, Copyclear reviewed 7517 submissions. This total includes all versions of a campaign, including preliminary concepts, adaptations and finished work. Managers also review casting, locations and assay the appropriateness of influencers. The number of advertisements that eventually appear online, in print or broadcast is naturally lower than the number of submissions considered.

Of the 7,517 submissions considered and assessed, 6,403 of them were compliant, an approval rate of 85%, with 1,114 (14%) non-compliant. These figures compare with a 90% approval and 10% non-approval rate in 2016. CopyClear considers submissions in all alcohol categories and reviews all marketing communications aimed at the Irish consumer, whether from Irish sources or originating from overseas.

CopyClear Remit

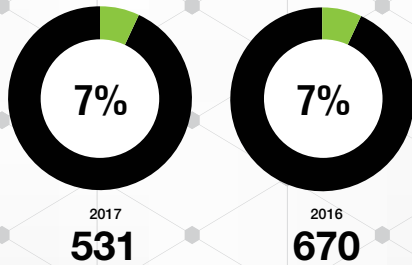
CopyClear's remit covers marketing communications for alcohol brand advertising broadcast or published in Ireland. CopyClear assesses submissions in accordance with the Codes of Practice of the Advertising Standards Authority for Ireland (ASAI), though companies and advertisers are also required to comply 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.



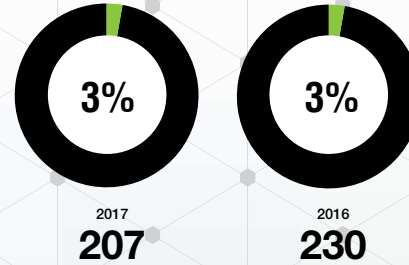




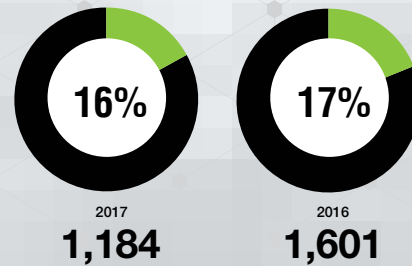
Television



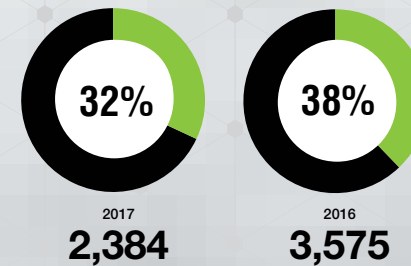
Radio



Out-of-Home



Paid-for Online Activations



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 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 outdoor, broadcast or social media, it was important to engage the support of these channels in effectively implementing the CopyClear process.

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.

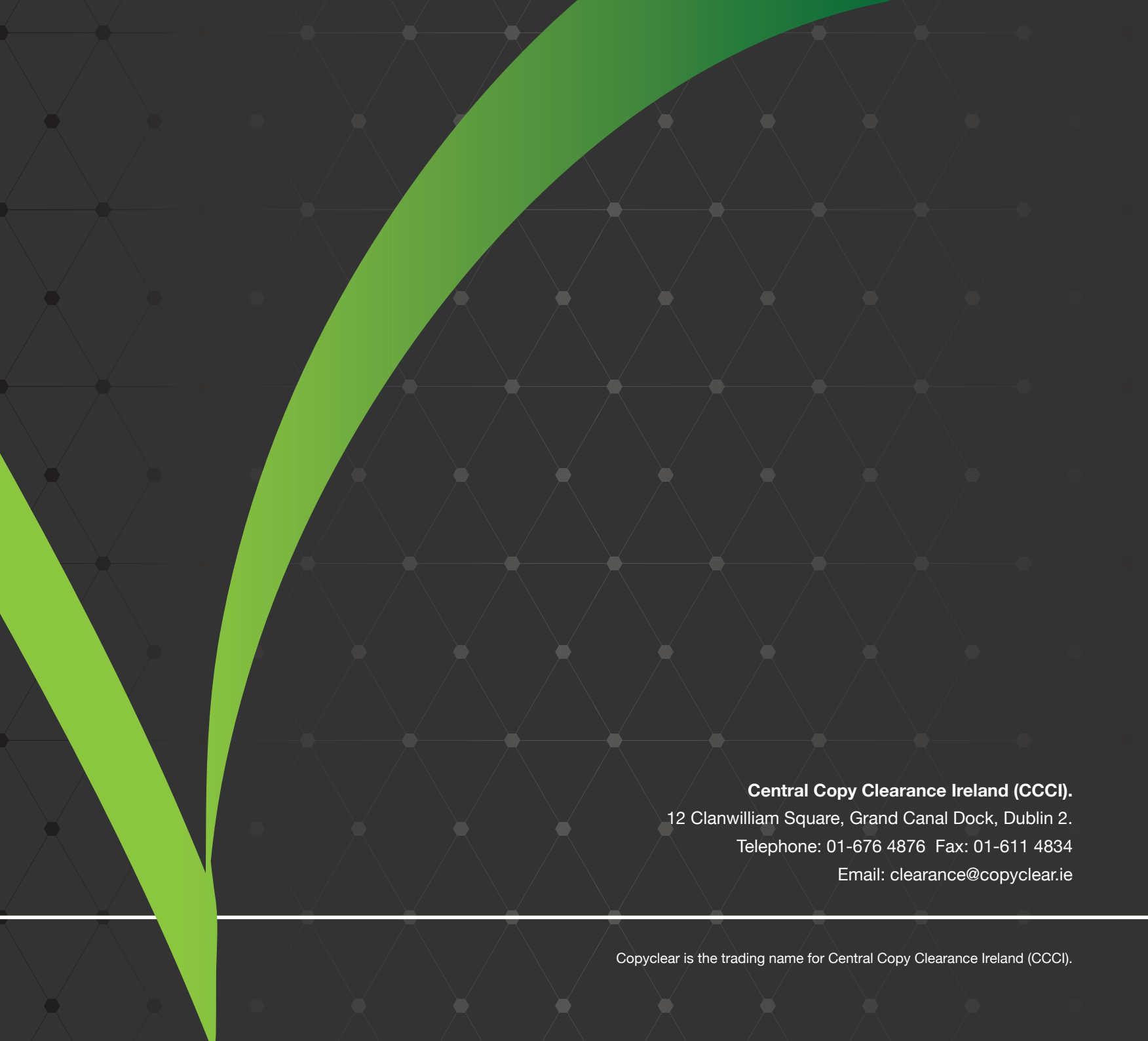
The CopyClear board is made up of nine members, four each of whom are nominated by the Association of Advertisers in Ireland (AAI) and the Institute of Advertising Practitioners in Ireland (IAPI) respectively, plus an independent Chairperson. None of the nominees come from the alcohol industry.

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. ■

“ 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.”



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

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

