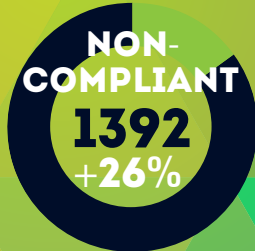
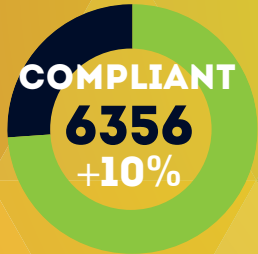


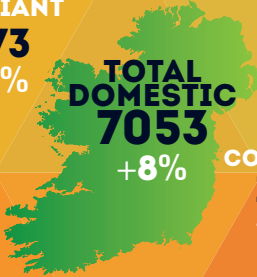
COPYCLEAR

ANNUAL REPORT 2018



2018
SUBMISSIONS
TOTAL 8,318 +12%

COMPLIANT
5373
+10%



NON-COMPLIANT
1045
+11%

COMPLIANT
815
+27%



NON-COMPLIANT
347
+113%

*This data does not include non-valid nor incomplete 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 ASA 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.

“THE RAPID EVOLUTION OF DIGITAL COMMUNICATIONS IS EXCITING, BUT ALSO CLEARLY PRESENTS CHALLENGES FOR COPYCLEAR AND ITS USERS IN TERMS OF ENSURING CONSISTENT COMPLIANCE ACROSS ALL ITS DIFFERENT MODES.”

2018
SUBMISSIONS

CHAIRMAN'S INTRODUCTION



The purpose of CopyClear is to offer a pre-vetting service for marketing communications related to alcohol in Ireland, to ensure their compliance with the strict self-regulatory code of the Advertising Standards Authority for Ireland (ASAI). This code mandates that alcohol related communications should be consistent with responsible consumption and in no way appeal to children or encourage them to drink. In our approach, CopyClear endeavours to be consistent in our decision making and approachable to our users, in order to help them fulfil their responsibilities in relation to the ASAI code.

In 2018, our compliance managers reviewed over 8,300 submissions to CopyClear. This represents an increase of 12% on the previous year and marks a continuation of the upward trend in submission numbers. It will come as little surprise that over half of submissions consisted of digital communications, though this dynamic category clearly consists of numerous different modes.

CopyClear compliance managers remain vigilant evidenced by the fact that 17% of all submissions were rejected.

As a consequence, the number of upheld complaints to the ASAI continues to be very low, with only one complaint upheld related to alcohol communications for all of 2018, a testament to a system that is working.

The rapid evolution of digital communications is exciting, but also clearly presents challenges for CopyClear and its users in terms of ensuring consistent compliance across all its different modes. We have been proactive in asking our partners in the ASAI to put particular focus on this area and are encouraged by their response to put in place a short term monitoring programme to identify whether non-complaint digital communications may be reaching the market without coming through CopyClear. The results of the monitoring later in 2019 will help us address any shortcomings in this area.

2018 also saw the increasingly important category of Non-Alcoholic Product Variants (NAPV) of alcohol brands. This is part of a global trend which we expect to continue to grow here in Ireland. Engagement with the ASAI and Alcohol Beverage Federation of Ireland (ABFI) yielded fruitful results with new agreed NAPV specific guidelines expected in 2019.

In terms of our service, 2018 saw continuous improvements to the CopyClear website based on welcome feedback from our users. We hosted our 7th User Seminar in the Aviva which was well attended and saw good engagement between our users and compliance managers. Our experienced team of compliance managers continue to provide an excellent service to our users, including meeting often amongst themselves to ensure consistency of decision making. As well as their main task of reviewing submissions, they remain available to provide additional training to individual companies or their agencies.

A final word here on the Public Health (Alcohol) Act that was passed late in 2018. This clearly has the potential to restrict dramatically the scope for the marketing communications of alcohol in Ireland. We are though some time away from the full implementation of this Act, if indeed it is fully implemented. As we move forward into 2019, the self-regulatory ASAI code still provides the strictest controls on the marketing communications of alcohol here. At CopyClear, we remain dedicated to helping our users comply fully with the letter and spirit of that code. ■

Brendan Coyle, 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



BRENDAN COYLE
CEO of Parfumarija Ltd.

Brendan is CEO of Parfumarija Ltd, a scent creation, marketing and retailing company based in Dublin. He also manages

a property investment business, investing both in Ireland and internationally. Brendan was a board director of Irish International BBDO where he spent 15 years before leaving the advertising business in 2013 to start Parfumarija. He is a graduate of Trinity College Dublin and the University of Cambridge. ■



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. ■



CHARLEY STONEY

CEO, Institute of Advertising Practitioners of Ireland (IAPI).

Charley spent four

years as Managing Director of Alternatives, and before that, she was Managing Director of leading field marketing agency, FMI Ltd, for six years. Her 25-year career to date has been spent predominantly in marketing agencies both in the UK and Ireland. She learnt her craft in Target Marketing before moving to the UK and after nearly a decade there, she returned to Ireland in 2003, to join McConnells Advertising where she founded and became Managing Director of McConnells Fusion. ■

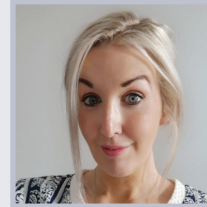


CIAN CORBETT

AIB Digital & Innovation Manager.

Cian is a digital media strategist and spent 6 years with Core developing digital

strategies for Three, Toyota, Spar and Aviva. Prior to joining AIB, he was Managing Director of Leading Social – a content and social media agency. The Cork native's experience also includes two years business development with Diageo Ireland in Munster. ■



GILL BLAKE SWIFT

Marketing Manager KBC Bank Ireland.

Prior to joining KBC and the world of banking, Gill worked with market

leaders in both the food and beauty industry. Having spent 8 years in various roles with L'Oreal, including 3 years as Senior Product Manager for La Roche-Posay, she traded beauty for burgers and joined McDonalds. Gill is also a co-founder and Non-Executive Director of men's grooming retail brand, Frankman. ■



BRIDGET O'DONOGHUE

Customer Strategist, AIB Group Marketing.

Bridget has spent the last 6 years

in AIB Group Marketing in a number of senior roles in Consumer & Business Marketing and Customer Strategy. She has had extensive experience across a number of industries having worked with Bord Bia, Irish Distillers, Microsoft, Coca-Cola, Imagine Telecommunications and UDV. Bridget is a graduate of UCD and The Marketing Institute of Ireland. ■



JOHN GILDEA

Business Director, Owens DDB.

John Gildea is a Business

Director with Owens DDB responsible for Account Management and New Business for the agency. Having started his career in the graduate program at DDB London his move to Ireland in 2006 has since seen him work on brands as diverse as SEAT, The Irish Times and Virgin Media. ■



AOIFE M'GUIGAN

Marketing Manager, Lucozade Ribena Suntory.

Aoife has over 15 years' experience in the marketing profession, having worked for

a number of blue chip multinationals in the sports, FMCG, drinks and telecoms sectors. She is currently Head of Marketing for Suntory, leading a team of consumer centric marketers. A graduate of Ulster University in Communications, Advertising and Marketing, Aoife initially joined Unilever gaining experience in consumer and b2b marketing before taking an opportunity to move to Heineken Ireland in a Brand Activation role. Aoife joined Suntory in July 2016. Passionate about youth marketing, brand strategy and comms she strives to inspire her team and deliver results. ■



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. ■



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 M^oLOUGHLIN

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. ■



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 Inseec 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 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 2018 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 2018, Copyclear reviewed 8,318 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.

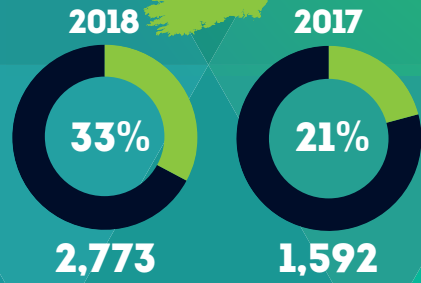
Of the 8,318 submissions considered and assessed, 6,356 of them were compliant, an approval rate of 76%, with 1,392 (17%) non-compliant. These figures compare with a 77% approval and 14% non-approval rate in 2017. CopyClear considers submissions in all alcohol categories and reviews all marketing communications aimed at the Irish consumer, whether from Irish sources or originating from overseas.

COPYCLEAR REMIT

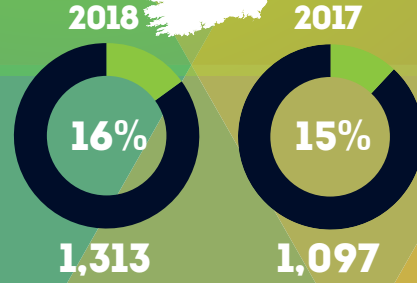
CopyClear's remit covers marketing communications for alcohol brand advertising broadcast or published in Ireland. CopyClear assesses submissions in accordance with the Codes of Practice of the Advertising Standards Authority for Ireland (ASAI), though companies and advertisers are also required to comply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

“COPYCLEAR COMPLIANCE MANAGERS AND GENERAL MANAGEMENT MET REGULARLY DURING 2018 WITH REPRESENTATIVE BODIES, BRAND OWNERS AND AGENCIES TO ENSURE UNDERSTANDING OF THE CODES AND HOW THEY ARE APPLIED.”

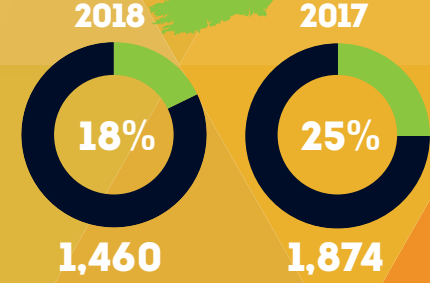
**IRISH-BASED
ADVERTISING AGENCY**



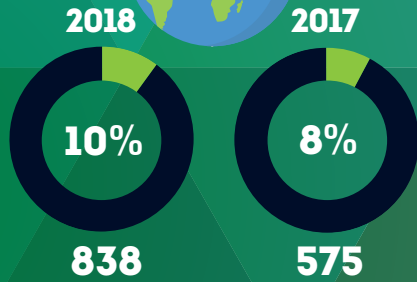
**IRISH-BASED
MEDIA AGENCY**



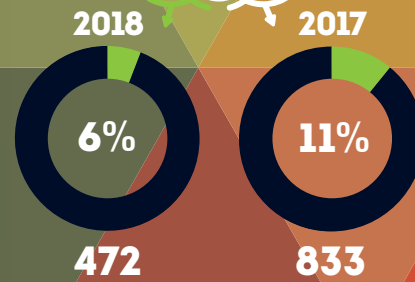
**IRISH-BASED
DIGITAL AGENCY**



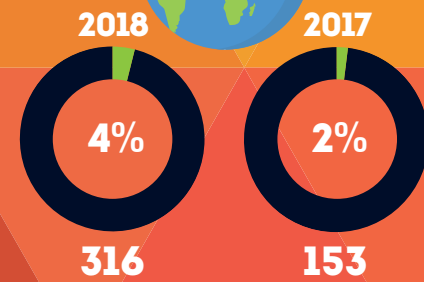
**OVERSEAS
ADVERTISING AGENCY**



**BRAND
OWNER**

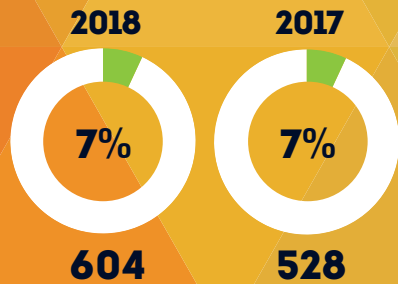


**OVERSEAS
DIGITAL AGENCY**

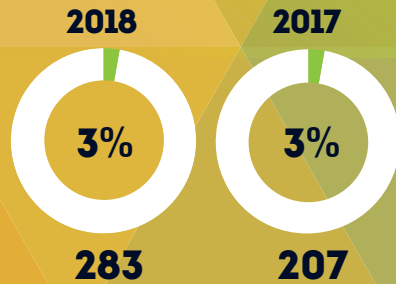




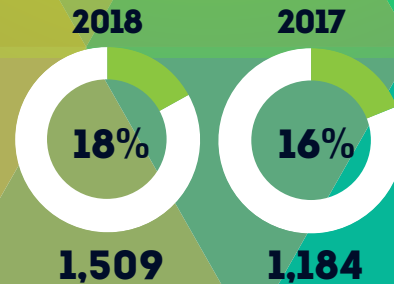
TELEVISION



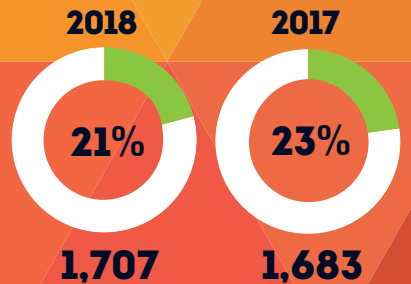
RADIO



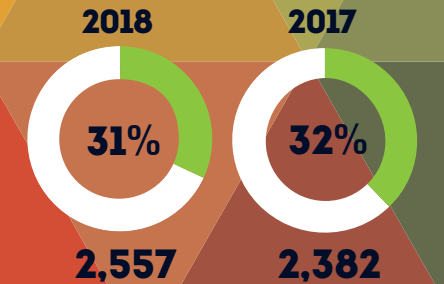
OUT-OF-HOME



OWNED ONLINE ACTIVATIONS



PAID-FOR ONLINE ACTIVATIONS



“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.”

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 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. ■



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).