



CopyClear

**ANNUAL
REPORT
2020**

CHAIRWOMAN'S INTRODUCTION



This last year has been a year like no other, in Ireland and all over the world, and first and foremost we hope this report finds you well. In 2020, our compliance managers reviewed over 7,000 submissions to CopyClear. Our purpose at CopyClear, is to offer an alcohol marketing communications pre-vetting service, thus ensuring compliance with the strict self-regulatory code of the Advertising Standards Authority for Ireland (ASAI). The ASAI code mandates that alcohol related communications should be consistent with responsible consumption and in no way appeal to children or encourage them to drink. CopyClear ensures users compliance to the ASAI code, therefore eliminating the risk of refusal and incurring hefty costs at a progressed stage of production.

In fact, we are very pleased to report that there were zero upheld complaints in 2020 from our users, a testament to a system that is working! COVID-19 without a doubt had an impact on alcohol marketing in Ireland and on the CCCI by consequence.

Submissions were down by 22% v 2019 and 54% of the 7030 submissions consisted of digital communications, which doesn't really come as such a surprise.

CopyClear compliance managers remained vigilant evidenced by the fact that 15% of all submissions were rejected. Frustratingly, 27% of these non-compliant submissions are due to not having Responsibility Messaging (RM).

Following the results of an ASAI monitoring exercise,

Barry Dooley sent a letter to AAI Members outlining the high-level of breaches due to omitting RM and how this escalates users costs each time a submission is rejected.

We will of course continue to highlight this simple but crucial RM requirement, at all our training sessions, via all our marketing communications and on our website. Over the year, we added three user aids to our site:

- Responsibility messaging
- Water guideline videos
- Use of a jigger / measure

Another result of the pandemic was the necessity to update the CCCI Constitution, thus allowing virtual meetings, both general and board meetings. These were accepted by the Board and the revised Constitution is now in the Companies Registration Office.

Operationally, 2020 saw a continued focus on ensuring our service remains consistent and approachable. Our experienced team of compliance managers have been working remotely since March 2020, but continue to meet virtually amongst themselves to ensure consistency of decision making. There were periods where hours of the service were reduced, due to the decrease in level of demand. This resulted in annual savings which were passed onto our users in January 2021.

Staying flexible, we replaced our annual User Seminar, with bespoke training sessions for Diageo, Heineken, IDL Pernod Ricard and C&C Gleeson, and in Oct we hosted a joint ASAI/CopyClear training session with Drinks Industry

Ireland. As well as their main task of reviewing submissions, our wonderful team of Managers remain available to provide additional training sessions to individual companies or their agencies, and I encourage you to avail of the same.

At the end of September, my predecessor, Brendan Coyle stepped down as Chair, and on behalf of the board, I would like to thank Brendan for all the contributions he made during his term. You will be missed.

At board level we were joined by Louise Smith, Account Director, Folk Wunderman Thompson. You are very welcome Louise.

2018 saw the Public Health (Alcohol) Act being passed, which has the potential to dramatically restrict the scope of alcohol marketing communications in Ireland. We saw the start of this in November 2019 when restrictions on the use of cinema and OOH media were introduced. We are some time away from the full implementation of this Act, and as we move into 2021, the self-regulatory ASAI code still provides the strictest controls on the marketing communications of alcohol in Ireland. At CopyClear, we remain dedicated to helping our users comply fully with the letter and spirit of that code.

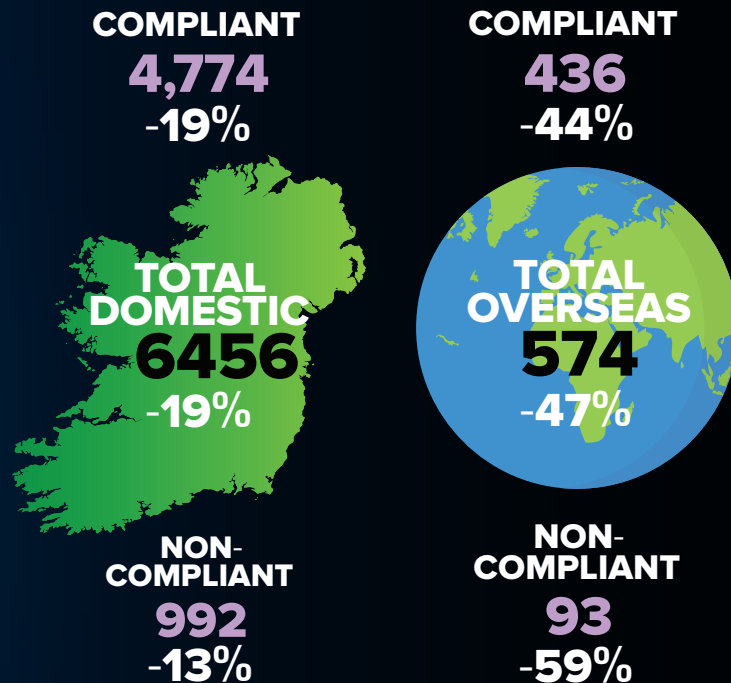
Finally, on behalf of the Board, I wish to take this opportunity to once again offer our sincere condolences to Niamh, Carver, Art and Macdara, on the recent passing of our esteemed colleague Eoghan Nolan.

May he rest in peace.

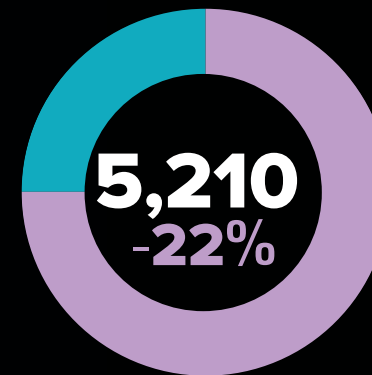
Caroline Sleiman | Chairwoman.

2020 SUBMISSIONS

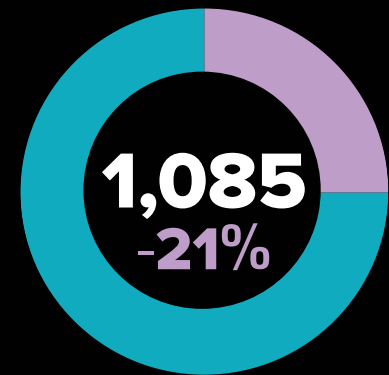
TOTAL 7,030 -22%



COMPLIANT



NON-COMPLIANT



*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 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.

BOARD OF DIRECTORS

“
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.”

Caroline Sleiman
Director & Co Owner of Coffeangel.



Caroline is Co Owner and Director of Coffeangel, a group of five independent, award-winning specialty coffee shops based in Dublin City Centre. Coffeangel is widely acknowledged as being the founder of specialty coffee in Ireland. A trilingual, highly motivated, result focused Director with a 20 year + record of success in the drinks industry. Caroline started her career as Brand Manager at Interbrew working on a portfolio of beer brands before relocating to Dublin to work for Edward Dillon. During her 15 year tenure with Edward Dillon, Caroline managed numerous luxury brands such as Hennessy Cognac, Moët & Chandon, Dom Pérignon, Krug, Ruinart, Veuve Clicquot, Cloudy Bay wines, Jack Daniels, Wolf Blass, Redbreast and Sandeman Port amongst others. Caroline also runs a Marketing Consultancy Service for luxury brands, with clients such as the National Gallery of Ireland and the Hugh Lane Gallery. ■

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 campaigns for most of Ireland's iconic brands. Barry has worked on the Agency and Client side of the business and was a product group manager on Bulmers Cider in Showerings Ireland Limited for 3 years. ■

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. ■

Charley Stoney
CEO, Institute of Advertising
Practitioners
of Ireland (IAP).



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. ■

Louise Smith
Account Director, Folk
Wunderman Thompson.



Louise joined Folk Wunderman Thompson in 2019 as an Account Director, leading on consumer and sponsorship communications for Vodafone. She kick-started her advertising career in London as an executive, working for Gravity Global and Ogilvy London with financial clients including Investec and American Express International, then shifting focus towards the beauty world with a range of projects for Walgreens Boots Alliance Global Makeup Brands. After over seven years in London, this Dublin native decided it was time to head home to the Emerald Isle to work for Ogilvy Dublin where she delivered successful campaigns for Boots, FBD Insurance and Trócaire. ■

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. ■

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. ■

Robyn O'Mara
Marketing
Effectiveness
Manager, ESB.



Prior to ESB, Robyn spent 12 years as Marketing Communications Manager in the banking industry with First Active, Ulster Bank and finally KBC Bank. Moving away from banking Robyn took up a contract role in Eircom during the rebrand of Eircom to eir in 2015/16, having initially started her career as a Sales Rep for Eircom in 2003. Her 18-year career to date has been spent predominantly in marketing communications and now focuses on the strategic direction of marketing, effective creative and media planning. ■

Gill Blake Swift
Head of Marketing
Communications,
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. ■

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 for Ireland, the Advertising Benevolent Society (TABS) and CCCI (CopyClear). She currently lectures on the MSC in Advertising in TU Dublin 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. ■



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 Obituary: One of Irish advertising's most gifted creative directors

Eoghan Nolan was driven by a strong creative impulse and a shrewd business acumen. A magician with words and a stickler for detail, Nolan demanded high standards. BORN: DECEMBER 15TH, 1957 | DIED: FEBRUARY 26TH, 2021

One of Irish advertising's most gifted creative directors and copywriters, Eoghan Nolan has died following a sudden illness.

Nolan worked for many of the big advertising agencies, including Peter Owens, McCann Erickson Dublin, Irish International BBDO and Leo Burnett. He also founded and ran his own agencies, Think & Son and Brand Artillery. In recent years he was a consultant with Accenture while also working as a manager for Copyclear, the industry body which checks that alcohol advertising complies with codes of practice before being released.

Driven by a strong creative impulse and a shrewd business acumen, Nolan made memorable commercials across all media. With designer Annie Atkins he developed the Dublin, A breath of Fresh Air campaign for Fáilte Ireland in 2015. And his posters of Glasnevin cemetery – including One Million Dubliners,

created with Tony Purcell, made ingenious use of the surnames of those buried there to publicise the cemetery as a tourist destination.

In his 30 plus years in the advertising industry, Nolan won several awards for his advertising campaigns and design work. These include being part of the team in 1988 to win Ireland's first D&AD pencil, the international award for excellence in design and advertising. He also won the radio ad of the millennium for his quirky Cablelink ads at the Sharks awards in 2000.

Nolan won the best copywriting award in 2012 from the National Newspapers of Ireland and Institute of Creative Advertising and Design (ICAD) gold, silver and bronze awards in 2014 and 2015.

A magician with words and a stickler for detail, Nolan demanded high standards of himself and those he worked with. He hated sloppy design, lazy copywriting, careless typography, "shouty" commercials and the unnecessary use of exclamation marks. He had a particular fondness for radio advertising and enjoyed finding the right voice for the right commercial, drawing on talents of well-known Irish actors to do voiceovers.

Learn More

Constantly challenging himself, Nolan was also generous with his time, going out of his way to encourage newcomers in the industry. He enjoyed finding and nurturing new talent. He lectured in copywriting and international

brand strategy at DIT in Dublin and also in colleges in London. An early adopter of new technologies, he also ran occasional workshops for various business and cultural institutions. More recently, he did a series of podcasts with Luke Clancy on Lyric FM's Culture File, entitled A Slightly Unreasonable Point of View.

Creative Path

Nolan grew up in Carrickmines and Shankill, the youngest of four children of Liam and Millie Nolan (née Martin). Following his education at Blackrock College, he started a degree in philosophy and English at University College Dublin but soon left to work in an architectural practice for a few years. Thereafter, he studied architecture in Dublin Institute of Technology (DIT) at Bolton Street but abandoned it after a year.

Living in Dublin city centre, Nolan was a linchpin of Dublin's creative community in the 1980s, running various clubs where people met. His circle of friends from that era includes composer Roger Doyle, film-maker Neil Jordan and his wife, Brenda Rawn, artists, Nuala Goodman and Gwen O'Dowd and musician/radio broadcaster Fiachna Ó Braonáin.

Nolan began his career as a copywriter at Peter Owens, working on campaigns for Aer Lingus, An Post, RTÉ, ESB and Fyffes. He worked for McConnells as a copywriter before teaming up with art director Gerry McCloskey at the newly-opened Dublin office of McCann Erickson. While there, he was responsible for

the award-winning outdoor work for Bank of Ireland and radio ads for Cablelink.

Brand Consultancy

He founded his own brand consultancy, Think & Son, in 2000 before becoming a creative director at Irish International BBDO for six years from 2004-2010.

Following a short spell with the Leo Burnett agency, he returned to Think & Son.

Nolan met his wife to be, Niamh O'Flynn, in 1996 and the couple married in New York in 1999. They moved to Bray in Co Wicklow when their sons were young.

In 2018, Nolan founded Brand Artillery, an "agency without suits which had high aims and low overheads" to target clients looking for a more flexible approach. Posters with classic images, rare Dublin sayings and internationally-renowned witticisms became a novel part of the agency's output. During this time, Nolan developed a free-to-view series called Chops on which various individuals in the creative industry spoke candidly about their lives and work.

From 2018 until his untimely death, Nolan was a consultant for Accenture – working on ways to communicate in complex technologies such as artificial intelligence and cloud computing.

Eoghan is survived by his wife, Niamh; their three sons, Carver, Art and Macdara; sisters Geraldine and Clodagh; brother Liam; and many friends and colleagues. ■

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 2020 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 2020, Copyclear reviewed 7,030 submissions, a decrease of 22% over the 2019 submission numbers. It should be noted that the COVID-19 pandemic has resulted in a reduced level of demand from users. 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.

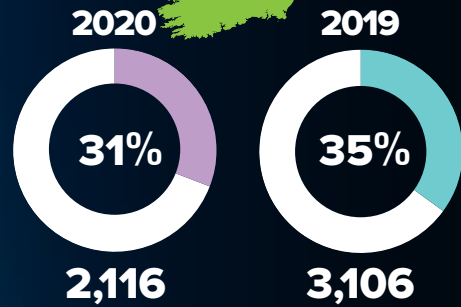
Of the 7,030 submissions considered and assessed, 5,210 of them were compliant, an approval rate of 74%, with 1,085 (15%) non-compliant and therefore not published or broadcast. These figures compare with a 70% approval and 15% non-approval rate in 2019. CopyClear considers submissions in all alcohol product categories and reviews all marketing communications aimed at the Irish consumer, whether from Irish sources or originating from overseas.

CopyClear Remit

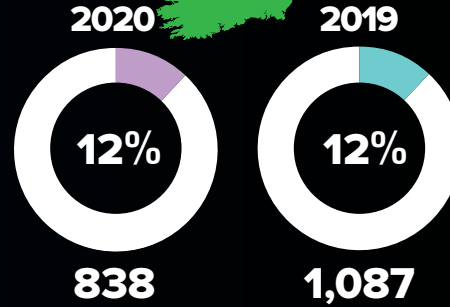
CopyClear's remit covers marketing communications for alcohol brand advertising broadcast or published in Ireland. CopyClear assesses submissions in accordance with the Codes of Practice of the Advertising Standards Authority for Ireland (ASAI) though companies and advertisers are also required to comply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

“**COPYCLEAR COMPLIANCE MANAGERS AND GENERAL MANAGEMENT MET REGULARLY DURING 2020 WITH REPRESENTATIVE BODIES, BRAND OWNERS AND AGENCIES TO ENSURE UNDERSTANDING OF THE CODES AND HOW THEY ARE APPLIED.**”

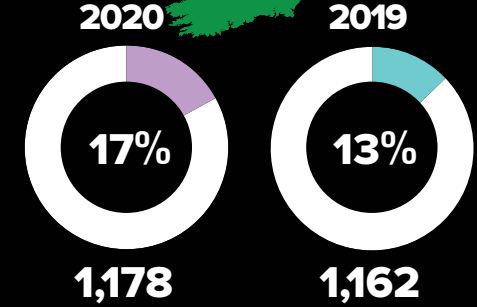
IRISH-BASED ADVERTISING AGENCY



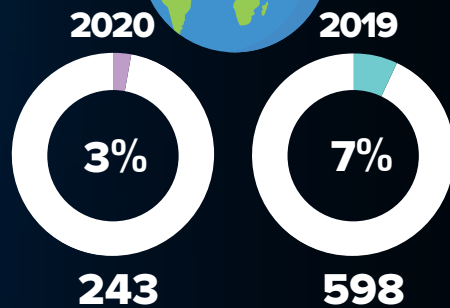
IRISH-BASED MEDIA AGENCY



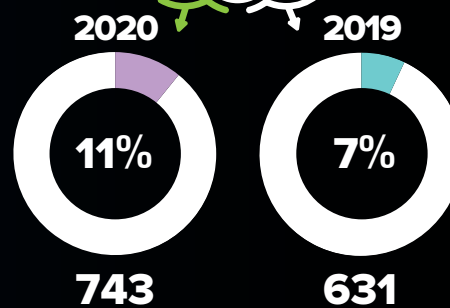
IRISH-BASED DIGITAL AGENCY



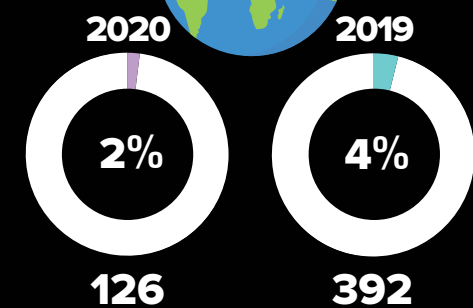
OVERSEAS ADVERTISING AGENCY

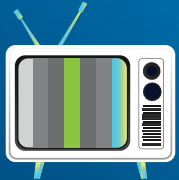


BRAND OWNER

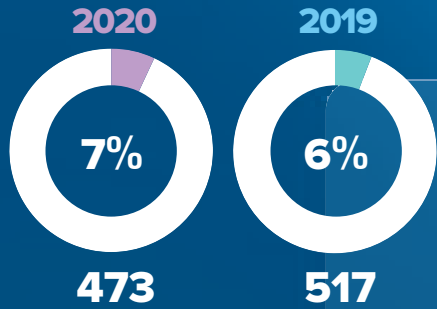


OVERSEAS DIGITAL AGENCY

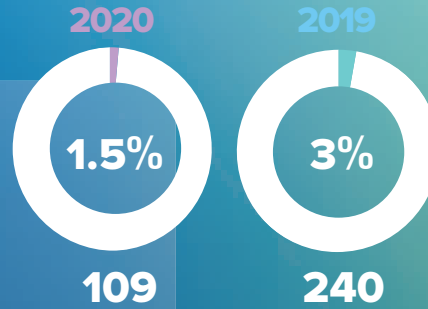




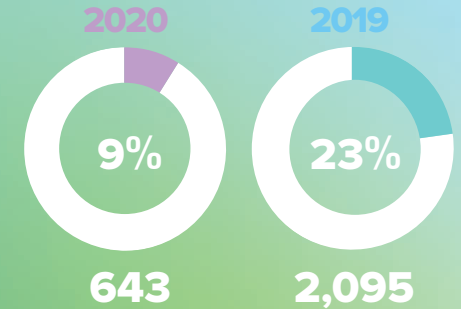
TELEVISION



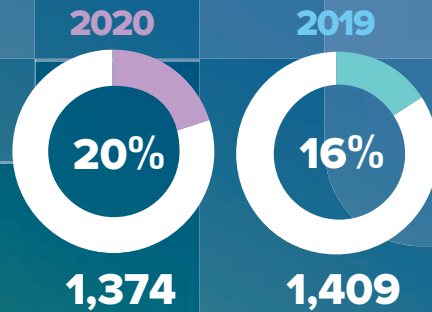
RADIO



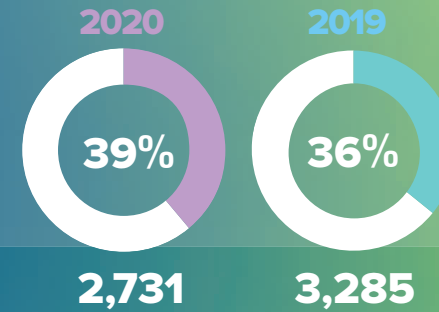
OUT-OF-HOME



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.”

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 out-of-home, 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, out-of-home broadcast or social media, it was vital to engage the support of these channels in implementing the CopyClear process. ■

Central Copy Clearance Ireland (CCCI).

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

