

# COPYCLEAR

**ANNUAL REPORT**  
**2024**

# 01

## CHAIR'S INTRODUCTION

In 2024, the media market in the Republic of Ireland experienced a 7.7% increase, reaching €1,590.0 million. Online media led the growth, fuelled by expansions in Video, Social Media and Digital. Audio, Out-of-Home media surpassed pre-pandemic levels, while live sports contributed to a strong performance in TV revenues. Radio maintained steady growth consistent with previous years, but print media continued to decline.

Looking forward to 2025, the Republic of Ireland's media market is projected to grow by 7.3%, reaching €1,705.3 million. Digital and Out-of-Home media are expected to remain primary growth drivers, continuing 2024's momentum. Offline media spending is anticipated to increase by 1.6% to €588.1 million, while digital channels are forecasted

to grow by 10.5% to €1,117.3 million. On January 10th, 2025 the Broadcast watershed was implemented, namely, to ban alcohol advertising on Television and Radio before 9.00pm in an effort to reduce children and young people's exposure to alcohol products. This new rule is part of the Public Health (Alcohol) Act which was enacted in 2018 to address high levels and harmful patterns of alcohol consumption within this age cohort.

As Ireland's rules surrounding Alcohol advertising become increasingly stringent, CopyClear's remit becomes all the more important; offering an alcohol marketing communications pre-vetting service, thus ensuring compliance with the strict self-regulatory code of the Advertising Standards Authority. The ASA 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 ASA code, therefore eliminating the risk of refusal and incurring hefty costs at a progressed stage of production.

Our team of Four Advisors continue to provide a world class service, meeting with clients often and as early in the submission process as possible, thus ensuring a positive outcome is reached with each submission and minimal complaints are made to the ASA.

It is worth noting that the number of upheld complaints to the ASA continues to be very low in 2024 from CopyClear users, a testament to a system that is working.

Submissions in 2024, were 7,657 down from 9,150, a decrease of 16%. Digital communication submissions continue to be the largest category for review. This continues to be a very complex and largely uncharted area, bringing new and daily challenges for the Advisors to manage. 2024 saw the beginning of work on a new CopyClear website and we are delighted to say that the new site became live end April 2024.

Did you know that CopyClear probably holds the most comprehensive archive of Irish Alcohol advertising, dating back to 2009! A true national treasure.

Dara McMahon  
| Chair.



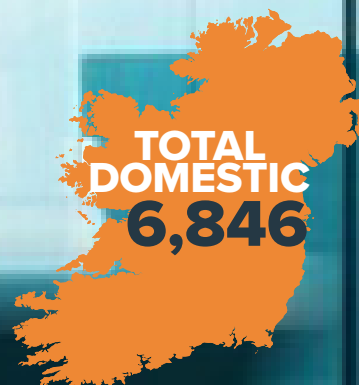
\*This data does not include non-valid, incomplete submissions or approval of Ambassadors.

# 2024 SUBMISSIONS

COMPLIANT  
**4,572**  
67%

COMPLIANT  
**536**  
66%

**TOTAL 7,657**



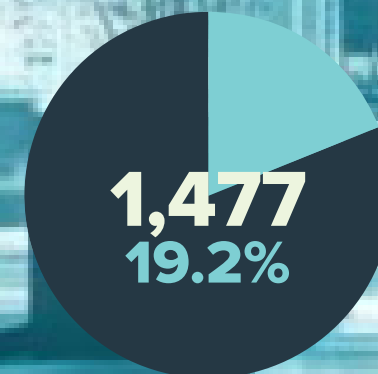
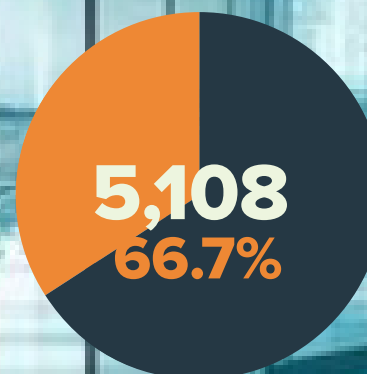
NON-COMPLIANT  
**1,300**  
19%



NON-COMPLIANT  
**177**  
22%

COMPLIANT

NON-COMPLIANT



\*This data does not include non-valid, incomplete submissions or approval of Ambassadors.

**A Note on Submissions:** A 'submission' is any piece of marketing communications that needs to be considered by the CopyClear compliance advisors 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 advisors for a disproportionate amount of time.

# 03

## 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.**

### **Dara McMahon**

**Board Chair,  
Copyclear.**

Dara McMahon joined Central Copy Clearance Ireland (CCCI), trading as CopyClear, as Chair in Oct 2024. Previously Dara had been a Board member of CopyClear, in its formative years from 2003–2013. Dara is also a former Council member of the Association of Advertisers (AAI) and was President from 2007–2009.

Dara began her career in Diageo where she worked across their portfolio of brands including Guinness and Budweiser. She then moved to the banking World as Head of Marketing for Ulster Bank. A short stint followed in Newsbrands as their Director. She then moved to Aer Lingus as Marketing Director. ■



### **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 Bulmer's Cider in Showering's Ireland Limited for 3 years. ■



### **Robyn O'Mara**

**CMO, Electric Ireland  
Superhomes.**

Prior to Electric Ireland, Robyn spent 12 years as Marketing Communications Manager in the banking industry with First Active, Ulster Bank and 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 career to date has been spent predominantly in marketing communications and now focuses on communication strategy and marketing effectiveness. ■



### **Cian Corbett**

**Digital Content  
Marketing  
Manager, AIB.**

Cian manages a team of digital experts and in-house Studio to oversee the digital content production for AIB and EBS since 2018. Before joining AIB Cian spent 8 years on agency side, most of which was spent with Core developing digital strategies for Three Ireland, Toyota, Spar and Aviva. ■



### **Gill Blake Swift**

**Director of Brand  
& Advertising, Boylesports.**  
Prior to joining Boylesports, Gill was Head of Marketing Communications at KBC Bank Ireland.

Gill also 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. ■



### **Zoë Scraggs**

**Account Director,  
Folk VML.**

Zoë joined Folk VML in 2022, currently leading consumer and sponsorship communications for Vodafone. With over a decade of experience in advertising and experiential marketing, Zoë has honed her skills both in Ireland and the Middle East. She has worked with prominent Irish brands such as An Post, Bus Éireann, Bewley's, and Bulmer's. Additionally, her tenure in the Middle East allowed her to gain invaluable experience with international giants like HBO Max, Twitter, and Heineken. ■



### **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. ■



# 04

## COMPLIANCE ADVISORS



**Joe Clancy**  
Co-Activation  
Limited.

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. ■





### **Lynne Tracey**

**El Soci Limited.**

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. ■



### **Brian Whelan**

**Whelan Communications**

Brian comes from the "below the line" side of the marketing world, having worked

as a public relations consultant for over 20 years. After a period travelling the world in the bloodstock industry, Brian returned and joined Drury Communications, straddling both corporate and brand communications strategies for seven years. He went out on his own in the '90's setting up Zelos Communications and later, sister company, Kratos, a web and software developer. Together Zelos & Kratos delivered traditional and digital communications services to clients and also provided a platform from which to develop and launch several award winning online innovations. He has exited most of these ventures now and returns to where it all started: communications. Brian understands the power of words and images and how constantly shifting technologies can persuade and cajole consciously or unconsciously. ■



### **Denis Goodbody**

**Write On Limited.**

Denis Goodbody has been a copywriter and communications

strategist since the mid-1980s, working with: McConnells, DDFH&B, QMP, The Helme Partnership (Creative Director), and HDM Dechy in Brussels. He co-founded Adept Advertising in 1996 and has been an independent consultant since 2011. Along the way he's been President of ICAD, a board member of IAPI, and has won his share of awards: ICAD, Shark, Posters, Clio, Mobius, Epica. Clients have included: Most banks, most cars, most major breweries, Masterfoods, P&G, Unilever, Apple, Microsoft, IDL and many more. Most proud of? Probably The Euro Changeover and Mary McAleese's presidential campaign. Outside of advertising he has a weekly music show on 103.2 Dublin City FM, has published two books and has co-written a few songs that weren't jingles! ■

# 05

## OPERATIONAL OVERVIEW

**C**opyClear 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 ASA code. This has resulted in very few complaints about alcohol advertising to the Advertising Standards Authority since CCCI/ CopyClear was established.

CopyClear compliance advisors and general management met regularly during 2024 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 2024, Copyclear reviewed 7,657 submissions, a decrease of 16% over the 2023 submission numbers. 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 7,657 submissions considered and assessed, 5,108 of these were compliant, an approval rate of 67%, with 1,477 (19%) non-compliant and therefore not published or broadcast. These figures compare with a 68% approval and 16% non-approval rate in 2023. 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 (ASA) though companies and advertisers are also required to comply with other codes such as those of Coimisiún na Meán (The Media Commission) 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



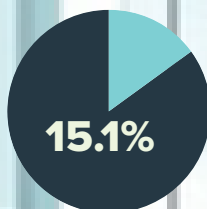
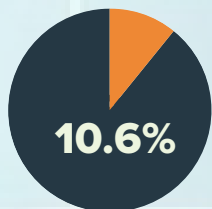
**CopyClear deals with one part of the promotion of alcohol and operates on the basis that alcohol companies submit details of their planned campaigns in advance so that they can be vetted to ensure that they are compliant with the ASA code."**



### IRISH-BASED ADVERTISING AGENCY

2024

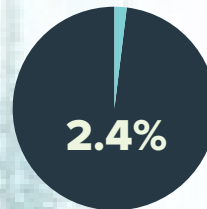
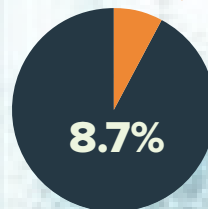
2023



### IRISH-BASED MEDIA AGENCY

2024

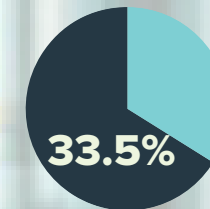
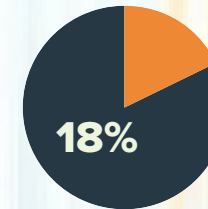
2023



### IRISH-BASED DIGITAL AGENCY

2024

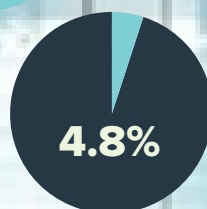
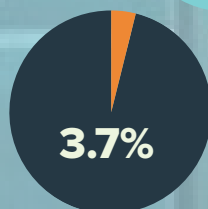
2023



### OVERSEAS ADVERTISING AGENCY

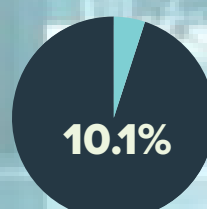
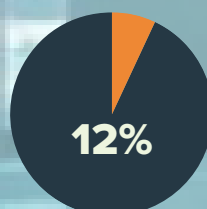
2024

2023



2024

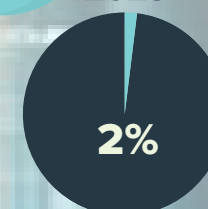
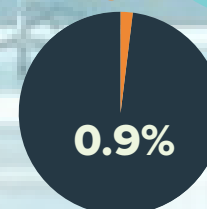
2023



### OVERSEAS DIGITAL AGENCY

2024

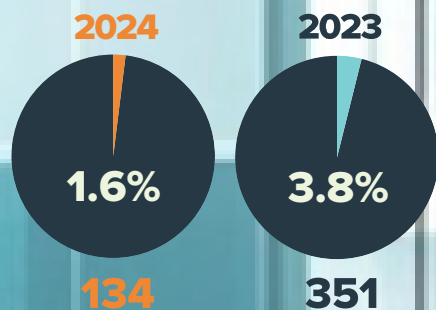
2023



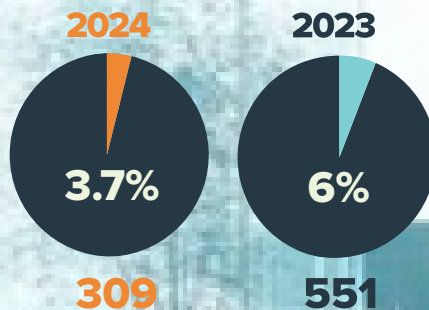
# 05



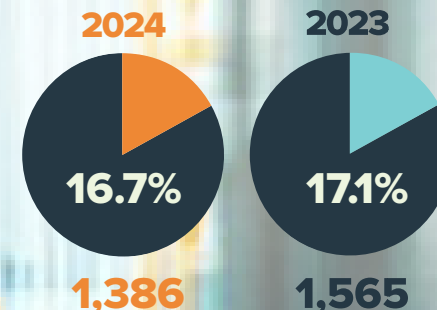
## TELEVISION



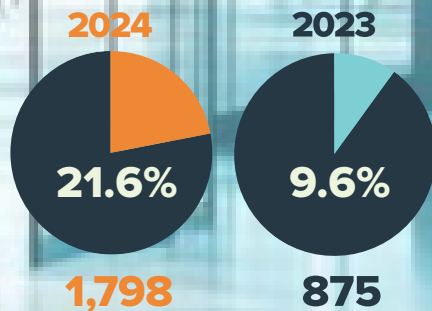
## RADIO



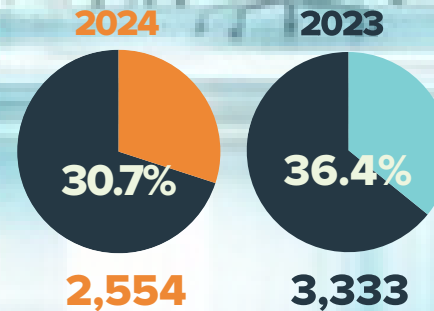
## OUT-OF-HOME



## OWNED ONLINE ACTIVATIONS



## PAID-FOR ONLINE ACTIVATIONS





**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.”**

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 (IAP) 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 advisors 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 (IAP) respectively, plus an independent Chairperson. None of the nominees come from the alcohol industry.

#### **Administration of CopyClear is jointly provided by AAI and IAP.**

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



# GET IN TOUCH WITH US

**Central Copy Clearance Ireland (CCCI).**  
40 Fitzwilliam Square West, D02 DK70.  
Telephone: 01-676 4876 Fax: 01-611 4834  
Email: [clearance@copyclear.ie](mailto:clearance@copyclear.ie)

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