

CopyClear 2025

Annual Report

Chair's Introduction



Ireland's advertising market is projected to grow by 5% in 2026 to approximately €1.7bn, led by digital and OOH.

Growth will be cautious rather than exuberant as global uncertainty tempers confidence.

For 2026, the top three advertising spend trends are:

- **BVOD & Connected TV:**

Ad-supported streaming is expanding (Disney launching in Q1 of this year, Netflix TBC and Prime to launch in Q1 2027), with RTE upgrades and global platforms scaling.

- **Retail Media:**

Now a mainstream channel, with Tesco and JC Decaux leading innovation.

- **Search Disruption:**

Google AI overviews are shifting behaviour, prompting budget reallocation to paid formats.

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.

We are very pleased to report that there were zero upheld complaints in 2025 from CopyClear users, a testament to a system that is working.

Total submissions in 2025, were 9,322 representing an increase on 2024. 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.



2025 also saw the increasingly important category of Non-Alcoholic Product Variants (NAPV's) of alcohol brands. This is part of a global trend which we expect to continue to grow here in Ireland. Engagement with the ASA and Drinks Industry Ireland yielded fruitful results with new agreed NAPV specific guidelines expected in 2026. It should be noted that advertising for NAPV's is not within the remit of CCCI.

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

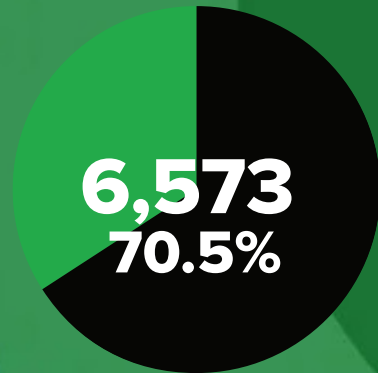
Dara McMahon | Chair

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

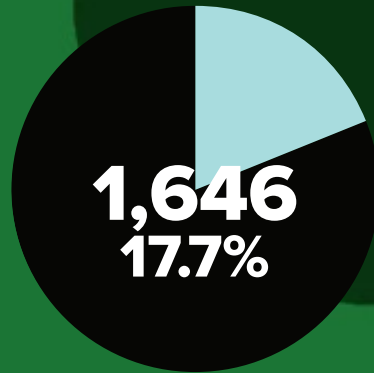
2025 Submissions

TOTAL
9,322

COMPLIANT



NON-COMPLIANT



COMPLIANT
5,505
71%



TOTAL DOMESTIC
7,728

NON-COMPLIANT
1,302
17%

COMPLIANT
1,068
67%



TOTAL OVERSEAS
1,594

NON-COMPLIANT
344
22%

*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.

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 2025. 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 (IAPI) 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. ■



Darius Pasalar

Strategy Lead & Partner

Darius is a highly awarded strategist known for crafting innovative, award-winning brand strategies.

Darius is in BBH Dublin, and leads the strategic development for Tesco Ireland, Monzo Ireland, and Paddy Power across the UK and Ireland.

Prior to this, Darius has overseen the brand strategy for some of the leading brands including AIB, Electric Ireland, Pernod Ricard, Visa, and Kerry Foods. He is also an effectiveness awarded strategist that has judged the Effies in Ireland, Best of the Best, and UK Effies. In his spare time, he is a fine art painter. ■



Robyn O'Mara

Chief Sales, Marketing and Service Officer, Electric Ireland Superhomes.

Robyn is a senior commercial and marketing leader based in Dublin, currently serving as Chief Sales, Marketing and Service Officer at Electric Ireland Superhomes. With extensive experience across the energy, telecommunications, and financial services sectors, she has held key marketing roles at organisations including ESB, Electric Ireland, eir, and KBC Bank. Robyn is known for driving brand growth, leading high-performing teams, and delivering strategic marketing initiatives, with a strong focus on sustainability and innovation. ■



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. ■



Siobhán Masterson

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

Siobhán is CEO of IAPI since 2025. IAPI represents business across the creative, advertising, communications, and experiential industries. Its membership ranges from small indigenous to large multinational businesses providing professional services to a range of private and public sector clients. Siobhan is an Economist and has held senior corporate affairs and commercial roles at Kerry Group, the RDS and Ibec. Formerly a member of the National Economic and Social Council, Vice Chair of Business at the OECD Economics Committee and non-Executive Director of Business in the Community Ireland. She is currently a Director of the Advertising Standards Authority of Ireland and Chair of its Finance and Audit Committee. She is a graduate of UCD and postgraduate of the European University Institute, Italy. ■



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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

(She/Her) MIAPI

ElSoci Limited

Lynne's career began with Campaign Advertising in Dublin. She then moved to New York where she

worked with McCann-Erickson, subsequently moving back to Dublin as a founding Director of McCann. Her next move was to Javelin, where she spent eight years as Director of Account Management. Lynne was the first female President of the Institute of Advertising Practitioners in Ireland (IAPI); she also served on the Board of the Advertising Standards Authority (ASA), The Advertising Benevolent Society (TABS) and Central Copy Clearance Ireland (CCCI). She lectured for 15 years on the TU Dublin Masters in Advertising and Creativity as an Industry Practitioner and has been a CopyClear Advisor since 2007. Outside of the Ad Industry, Lynne has worked extensively with not-for profit organisations, serving as Chair of the Board of the Well Woman Centre and as a Board Member of Transgender Equality Network Ireland (TENI) for seven years. She is currently Chair of the Board of The New Theatre (TNT) 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! ■

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 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 2025 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 2025, Copyclear reviewed 9,322 submissions, an increase of 21.7% over the 2024 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 9,322 submissions considered and assessed, 6,573 of them were compliant, an approval rate of 70%, with 1,646 (18%) non-compliant and therefore not published or broadcast. These figures compare with a 67% approval and 19% non-approval rate in 2024. 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.

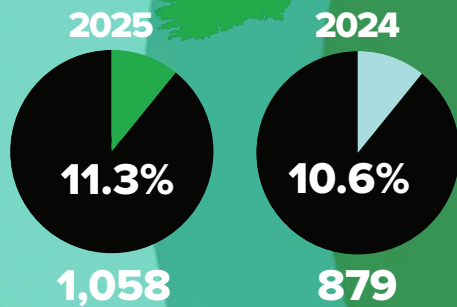
CopyClear Remit

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 ▶

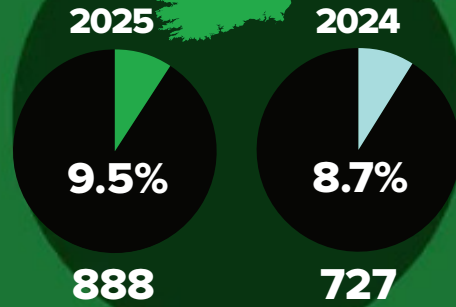


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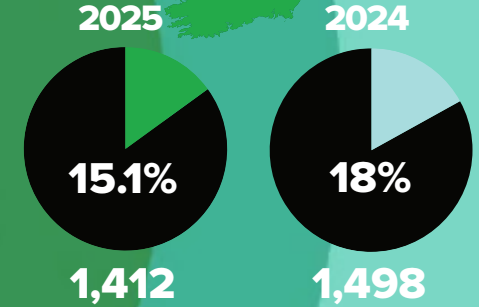
IRISH-BASED ADVERTISING AGENCY



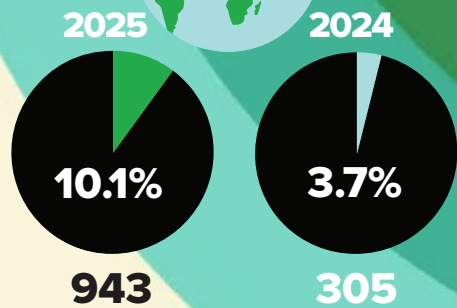
IRISH-BASED MEDIA AGENCY



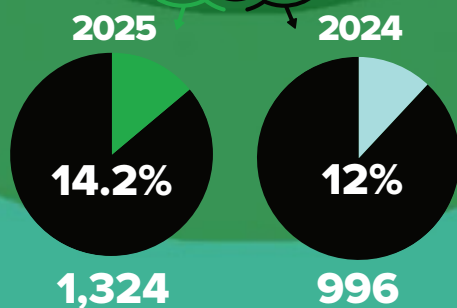
IRISH-BASED DIGITAL AGENCY



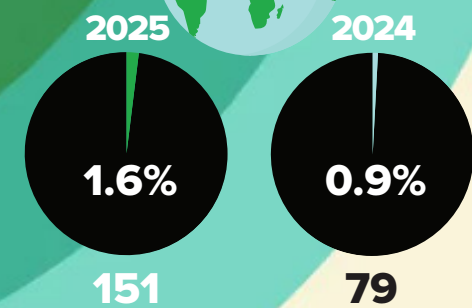
OVERSEAS ADVERTISING AGENCY



BRAND OWNER

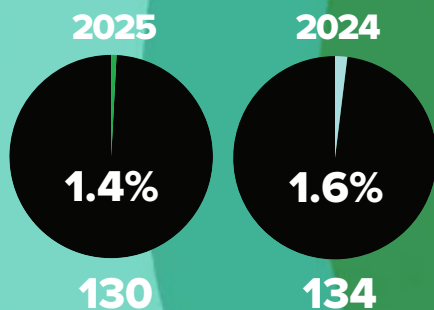


OVERSEAS DIGITAL AGENCY

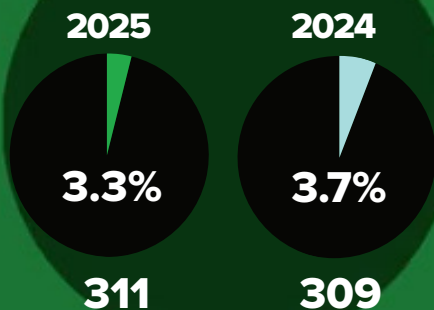




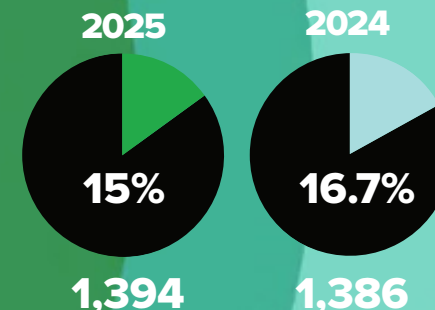
TELEVISION



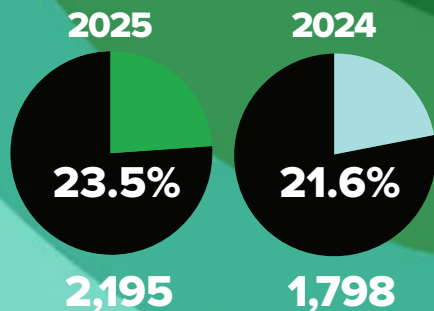
RADIO



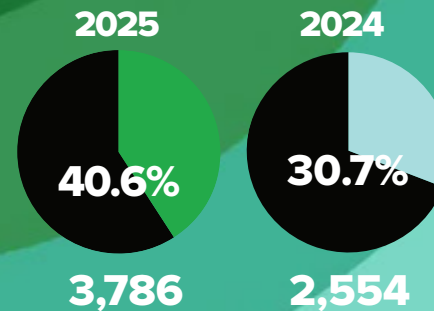
OUT-OF-HOME



OWNED ONLINE ACTIVATIONS



PAID-FOR ONLINE ACTIVATIONS





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.”

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 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 (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 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

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

