

# CopyClear – Information Session

July 28th 2015

# Agenda

- Barry Dooley AAI – Introduction
- Shane Kelly Diageo – Importance of CopyClear
- Lynne Tracey CopyClear – Process, CopyClear & Digital
- Emer Mc Cabe Carat – Agency Process & Campaign Bookings
- Q & A Session

# Central Copy Clearance Ireland

- Established 12 years ago
- Funded by the Alcohol Companies
- Independently run by AAI & IAPI
- 4 Managers working twice weekly
- Media co-operate – no advertising appears unless there is a CopyClear ID number/reference
- Zero upheld complaints in ASAI 2013/14

# Background to Alcohol Legislation

The question of banning alcohol sponsorship has been under discussion for years, and, in 2009, the then Government decided to include alcohol in the remit of a separate steering group on substance misuse.

# Steering Group's Report

Released in February 2012 said:

“drinks industry sponsorship of sport and other large public events in Ireland should be phased out through legislation by 2016”.



# Situation Analysis

- Public health bill published in February
- No reference to sports sponsorship
- No reference to Digital/Social Media
- AAI/ABFI/IAPI were invited to contribute to a discussion before Government committee in March
- Final meeting with Minister took place on April 23rd

# Situation Analysis

- The Government joint committee have prepared a proposal and submitting this to Minister and the DOH prior to the summer recess
- The plan is that the details will be released to the public in September
- And made law by the end of 2015

# Comments from Minister of Health

- “There is no agreement on the issue of Alcohol Sponsorship or Digital so that’s why these are not included”
- “The perfect is often the enemy of the good – if you get 85% approval of something, take it and come back for the extra 15% later”



# The Need for Digital to Participate

- Minister is determined to get this legislation through by year end
- Alcohol industry cannot become complacent
- In an environment where the spotlight is on this sector
- It is crucial that Digital Publishers and CopyClear are collaborative
- Avoid attention from consumers, interest groups and the media

# Why Digital Matters to Diageo

FEB  
2014

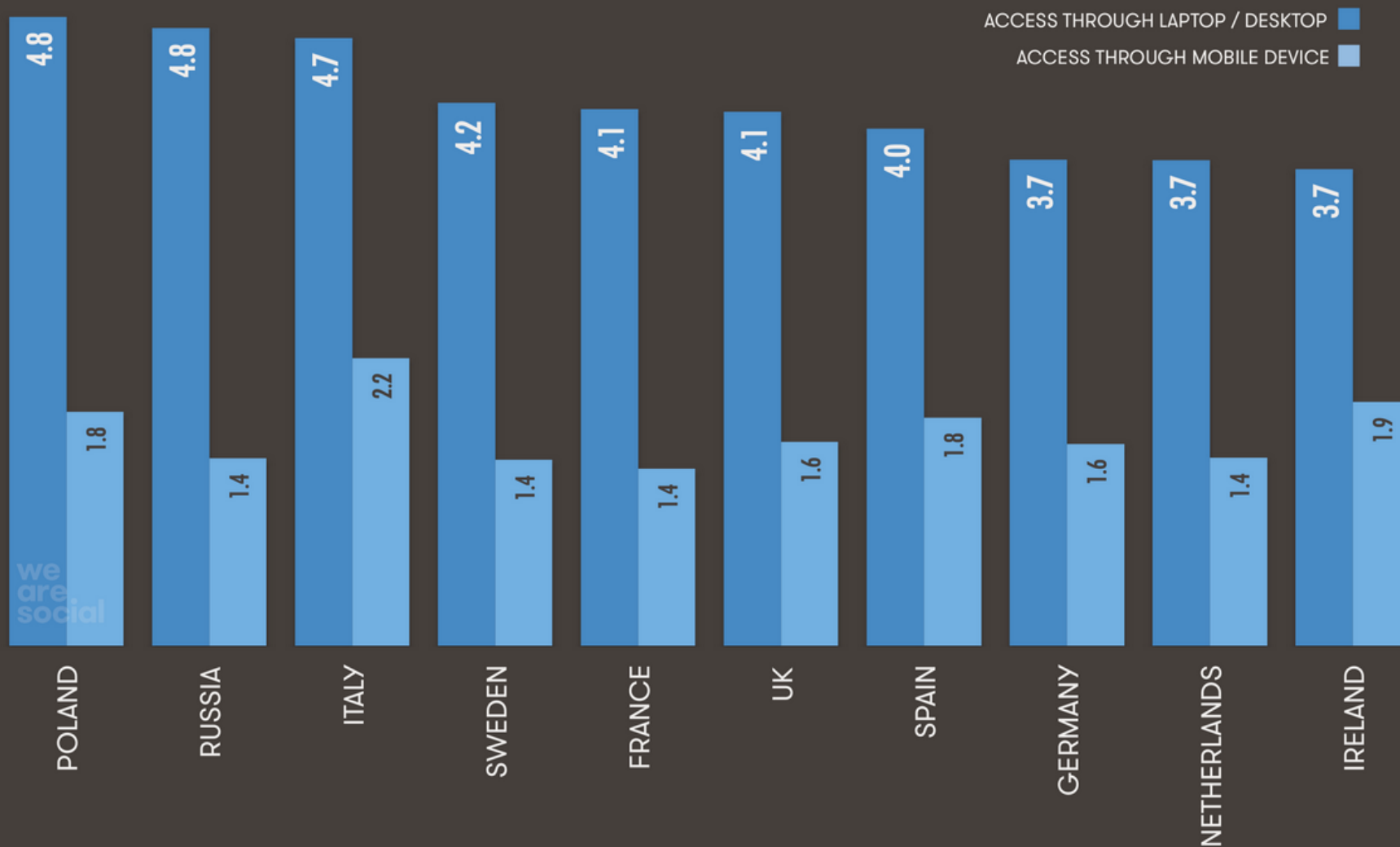
## INTERNET USERS IN EUROPE



**FEB  
2014**

# TIME SPENT ON THE INTERNET

AVERAGE NUMBER OF HOURS PER DAY SPENT BY INTERNET USERS ON THE INTERNET



# Diageo and Digital

*"Advertising is an integral part of our campaigns in Diageo. As technology changes the way people consume media, it becomes more and more challenging for us to reach and meaningfully engage with our audience. Online advertising is the perfect canvas for our iconic brands – Guinness, Carlsberg, Budweiser, Smirnoff and more."*

*- Stephen O'Kelly  
Marketing Director Guinness Western Europe*

*"We use advertising responsibly and strictly adhere to all industry codes, including our own stringent self-regulation."*

*- Stephen O'Kelly  
Marketing Director Guinness Western Europe*

# Threats to Marketing Freedoms

- Ireland has one of the most challenging regulatory environments in the world
- Regulatory and external organisational pressures are acute
- Perceived or actual breaches of the regulatory code lead to increased scrutiny and further restriction

*National Substance misuse strategy called for :  
“The prohibition of all outdoor advertising of alcohol”*

# Compliance Breeds Confidence

- We operate under 3 layers of protection
  - Strict internal codes of conduct
  - Highly regulated environment
  - Close scrutiny by Copy Clear
- We behave in a socially responsible manner with regard to all of our communications
- We are bound by the letter and the spirit of the code
- Increased confidence leads to increased investment

# Why Copy Clear works for us

- We are responsible for setting up CopyClear
- We have been supporting the organisation since 2003
- We fund CopyClear together with the other alcohol companies
- Significantly reduced the number of upheld complaints against the industry
- Allocation of media expenditure to digital continues to increase

# The need to act Responsibly

- As a market leader it is important that we act and are seen to advertise in a responsible manner
- It is equally that all of our partners are also seen as 'best in class'
- Diageo does not work with partners who fail to meet the high standards we set ourselves



# Self regulation

- If we are to avoid significant marketing restrictions we need to demonstrate the value of self-regulation.
- CopyClear is an extremely important element of this mix
- Advertising Standards Authority for Ireland (ASAI) is also extremely important
- Industry expect all of our agencies, partners and media owners to comply with CopyClear



*"Now, kids, don't look until you're twenty-one."*

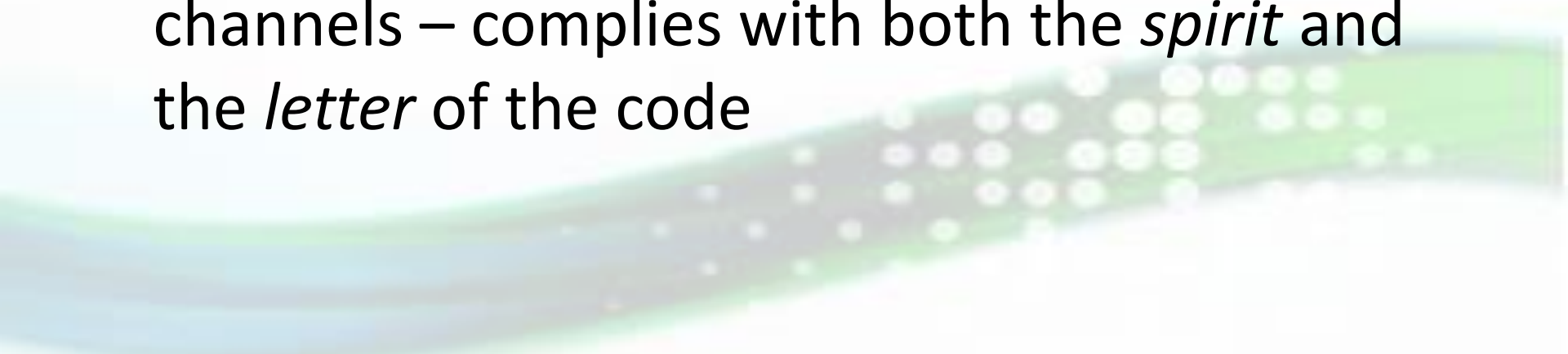
[www.GetSerious.org](http://www.GetSerious.org)

## CopyClear


Supporting Compliance in Marketing Communications for Alcohol Brands

Lynne Tracey Mags Mcloughlin Eoghan Nolan

# What does CopyClear do?

- Our remit is to ensure that all alcohol consumer brand advertising – across all media channels – complies with both the *spirit* and the *letter* of the code
- 
- A decorative graphic element consisting of a wavy line in shades of green and blue, with a series of white dots of varying sizes arranged along its path, extending from the left side of the slide towards the right.

# Spirit versus Letter

- The letter of the law is its *literal* meaning
  - The spirit of the law is the *intention* behind the law
- 

# Our Mission

- To help get brand work into campaign in a way that is compliant with all codes

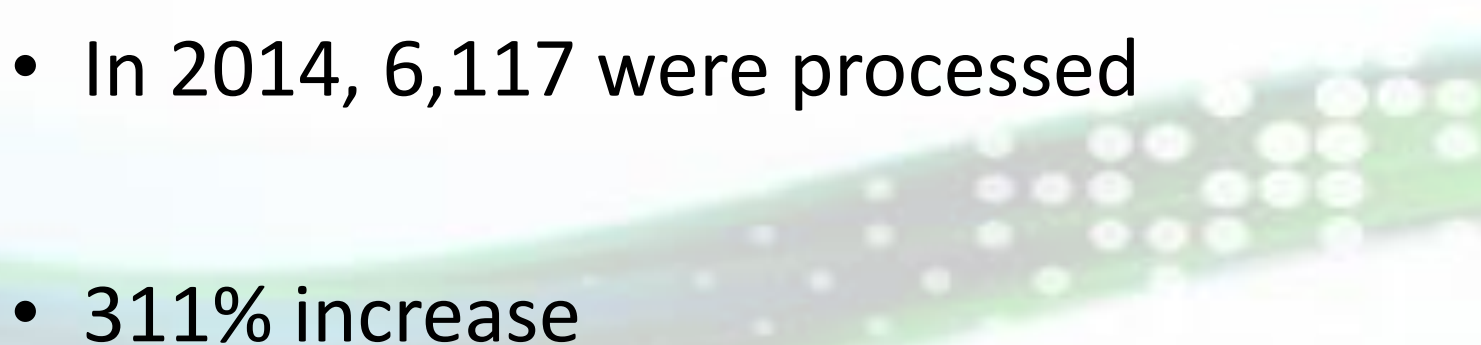
*through*

- Clear, swift, precise and objective feedback



# **THE NUMBERS**




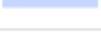
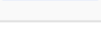
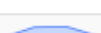

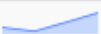





# Background

- In 2003, we reviewed 1,972 submissions
  - In 2014, 6,117 were processed
  - 311% increase
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- A decorative graphic consisting of a wavy line in shades of green and blue, with numerous small white dots scattered along its path, extending from the left side of the slide towards the right.

# Review by Medium

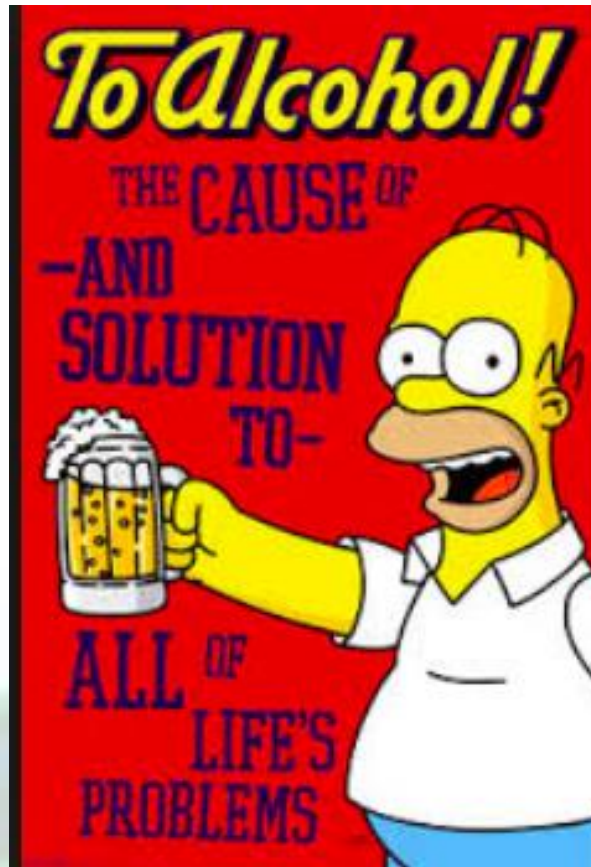
- OOH the single largest medium ytd 2015 – 30%
- OOH up by 70% vs YAG
- Digital @ 25% ytd in 2015 vs 39% ytd in 2014



	YTD 2012	YTD 2013	YTD 2014	YTD 2015	Graph
TV	<b>202</b> (12.21%)	<b>204</b> (9.81%)	<b>138</b> (4.97%)	<b>420</b> (12.75%)	
Radio	<b>113</b> (6.83%)	<b>65</b> (3.13%)	<b>270</b> (9.72%)	<b>159</b> (4.83%)	
Cinema	<b>12</b> (0.73%)	<b>13</b> (0.63%)	<b>16</b> (0.58%)	<b>9</b> (0.27%)	
Press/Mags	<b>227</b> (13.72%)	<b>247</b> (11.88%)	<b>234</b> (8.43%)	<b>171</b> (5.19%)	
Out of Home	<b>493</b> (29.81%)	<b>682</b> (32.79%)	<b>591</b> (21.28%)	<b>1002</b> (30.43%)	
Owned on-line activations	<b>0</b> (0%)	<b>0</b> (0%)	<b>311</b> (11.2%)	<b>389</b> (11.81%)	
Paid-for on-line Activations	<b>401</b> (24.24%)	<b>759</b> (36.49%)	<b>776</b> (27.94%)	<b>450</b> (13.67%)	
Ambient	<b>3</b> (0.18%)	<b>0</b> (0%)	<b>12</b> (0.43%)	<b>3</b> (0.09%)	
POS	<b>67</b> (4.05%)	<b>34</b> (1.63%)	<b>112</b> (4.03%)	<b>193</b> (5.86%)	
Other	<b>136</b> (8.22%)	<b>76</b> (3.65%)	<b>276</b> (9.94%)	<b>197</b> (5.98%)	
Experimental	<b>0</b> (0%)	<b>0</b> (0%)	<b>9</b> (0.32%)	<b>253</b> (7.68%)	
VOD	<b>0</b> (0%)	<b>0</b> (0%)	<b>32</b> (1.15%)	<b>47</b> (1.43%)	
<b>Total</b>	<b>1654</b>	<b>2080</b>	<b>2777</b>	<b>3293</b>	

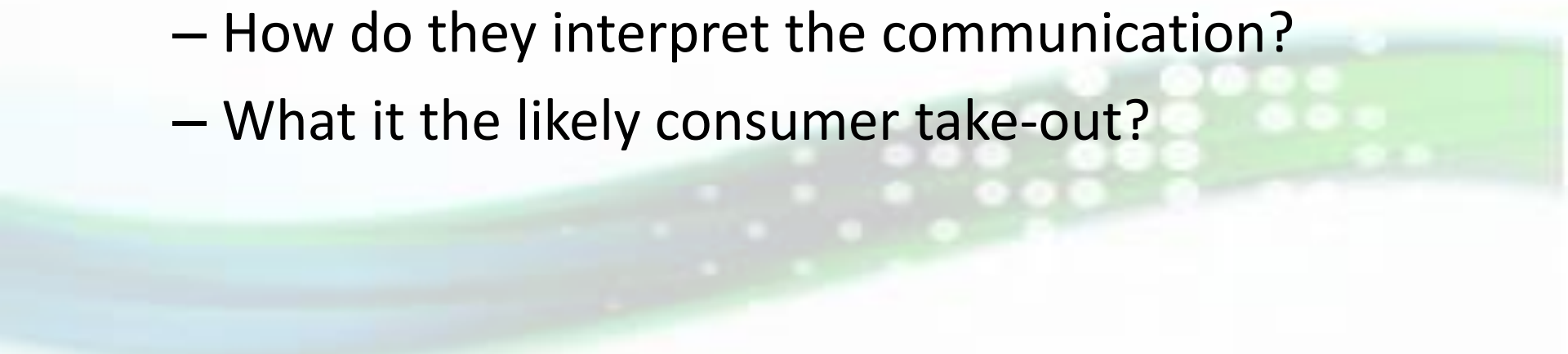
## Review by Medium

All data is January through June



**The Challenge**

# How we view work

- We review work from the perspective of the consumer
    - How do they interpret the communication?
    - What is the likely consumer take-out?
- 



# How we respond

- When work is compliant, we provide interim or final approval, as appropriate
- When work is not compliant, we give precise and speedy feedback with specific reference to where the work does not comply and which aspects of the code have been infringed upon

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  - *Note - we cannot provide creative solutions / creative commentary*

# The Process


- CopyClear sits two days a week, Tuesday & Thursday from 9am until 2pm
- Clearance numbers have a shelf life of 12 months
  - *Warning – new ASAI code due ..*
- Work approved for other markets is not automatically cleared to run in ROI

# Who pays?

- CopyClear is funded fully by the Drinks Industry
- Funding is on a pro-rata basis; i.e. the number of submissions per brand, per year



# The Codes

- ASAI Code
  - BAI General Advertising Code
  - *BAI General Advertising Notes*
  - *AMCMB*
  - *MEAS*
- 
- A decorative graphic element consisting of a wavy line with a gradient of blue, green, and yellow, and a series of small white dots arranged in a grid-like pattern along the curve.

# The Codes

- ASAI Code
- BAI General Advertising Code
- *BAI General Advertising Notes*
- *AMCMB*
- *MEAS*
- *CopyClear review all material against the ASAI code and, where appropriate, the BAI code. While we do not review material against other codes, such as AMCMB, there is a responsibility for brands to adhere to these codes. If the Managers surmise that material is in breach of a code not in our purview, we will approve content as appropriate and advise Clients of this and forward the material to the appropriate organisation*

# The ASAI Code

- This is the key code used to assess marketing communications
- Guidance notes providing more detail on how the Managers interpret the code are available on [copyclear.ie](http://copyclear.ie)
- These have been agreed with the ASAI

# Digital and Social Media

- The remit of the ASAI code applies to MarComms, regardless of the platform, media or tool



# Scope of remit?

- We look at consumer marketing communications - across all media - for drinks' brand activations in the Republic of Ireland
  - Advertising
  - On/off trade
  - Social – *both owned and paid-for*
  - Sponsorship
  - Experiential
  - ...



**HOW DOES IT ALL ACTUALLY WORK  
IN THE DIGITAL SPACE?**

# Trying to keep things simple:

- Pre-approval is given against Social Media Planned activity
- Approval cannot be given against all posts / SM updates etc.
- Approval given against planned activity assumes that the Brand / Agency take responsibility for messaging that is not submitted to CopyClear

A decorative horizontal wavy line in shades of green and blue, with a series of white dots of varying sizes arranged along its upper curve.

And Finally ....

**WE DO LIKE A GOOD AD**

Thank you.



A decorative horizontal wavy line in shades of green and blue, with a series of white dots of varying sizes arranged along its path.

And Finally ....

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Thank you.

# COPYCLEAR INFORMATION SESSION

# Two rules to live by...

CopyClear



DIAGEO

MARKETING  
CODE



promoting  
responsible drinking



# Putting this into context



€26M INVESTMENT IN  
2014



DIAGEO 52% SOV



2<sup>ND</sup> LARGEST  
ADVERTISER

# Importance of Digital

## ADVERTISING MARKET

MEDIA	2009	2010	2010 (Growth)	2011	2011 (Growth)	2012	2012 (Growth)	2013	2013 (Growth)	2014	2014 (Growth)	2015	2015 (Growth)
	€M	€M		€M		€M		€M		€M		€M	
TELEVISION	230	234	2%	218	-7%	203	-7%	194	-4%	204	5%	216	6%
DIGITAL (excl. mobile)	97	108	11%	131	21%	152	16%	174	15%	197	18%	225	14%
MOBILE								1.5		8	533%	13	63%
PRINT	317	269	-15%	238	-12%	199	-16%	175	-12%	164	-6%	156	-5%
RADIO	125	118	-6%	106	-10%	96	-9%	86	-10%	86	0%	90	4%
OOH	65	64	-2%	57	-9%	54	-7%	58	8%	62	6%	67	8%
CINEMA	7	7	0%	7	0%	7	0%	7	-3%	6	-5%	6	0%
TOTAL	841	800	-5%	757	-6%	711	-6%	696	-2%	727	4%	773	6%

# COPYCLEAR AND THE AGENCIES

CONSISTENT DIALOGUE

ASK, ASK AND ASK AGAIN

TWO WAYS OF WORKING

STANDARD CREATIVE  
CONTENT CREATION



# HOW WE WORK WITH TRADITIONAL MEDIA?

MEDIA PLAN  
APPROVED AND  
BOOKED

CREATIVE APPROVED  
BY CLIENT

DMC APPROVAL

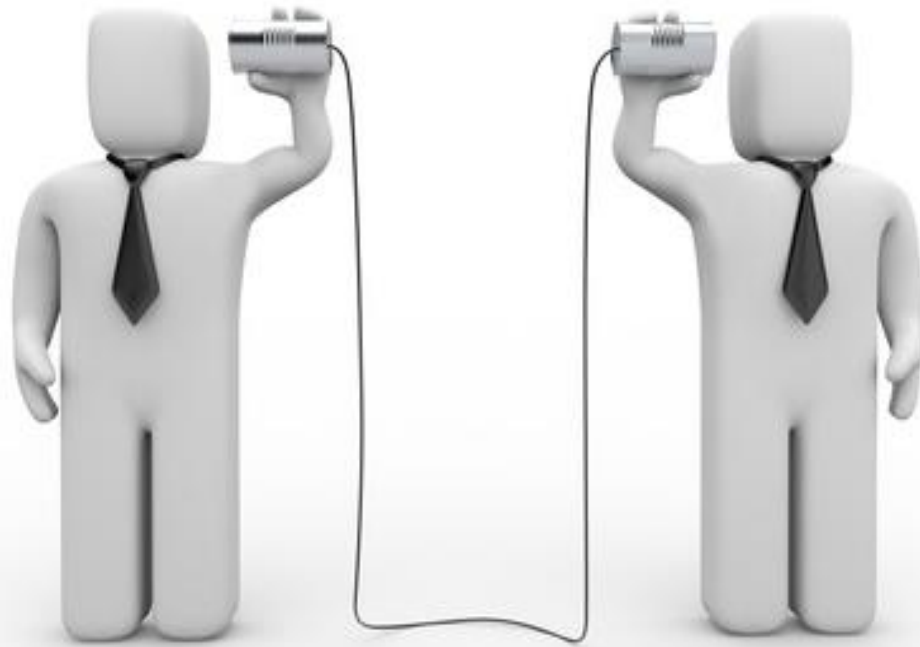
COPYCLEAR APPROVAL

CREATIVE SUPPLIED

GO LIVE

IF YOU DON'T HAVE A COPYCLEAR NUMBER, THE AD  
DOES NOT GO LIVE!

# Partnerships AND CONTENT CREATION



WANT TO DO GREAT WORK AND  
INNOVATE

EARLY INCLUSION IS KEY AT IDEA  
GENERATION STAGE

MEDIA AGENCY WILL GUIDE YOU IN  
THE RIGHT DIRECTION

ASK, ASK AND ASK AGAIN





WE CAN ONLY DO THIS IF YOU AND YOUR TEAMS ENFORCE  
THE SAME RESTRICTIONS!

# CARAT. REDEFINING MEDIA.