



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

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# CopyClear

Annual Report 2014







## CHAIRMAN'S REVIEW

**SINCE OUR LAST REPORT** we've seen submissions to CopyClear grow significantly from 4,124 in 2013 to 6,117 in 2014. Despite this 48% increase in demand for our service, our case managers have continued to maintain the high quality of service for which we are known.

This is borne out by the second round of client satisfaction research which we commissioned among our users in 2014. Once again the feedback was overwhelmingly positive with 92% rating the service as good or excellent, a significant increase on the 2013 results.

Our case manager Pamela Selby had to leave us during the year and she was replaced by Mags McLoughlin, who brings a wealth of experience to this role.

At board level we said goodbye to Dave Harland, Gavin Byrne and Dara McMahon during the past year and have been joined by Kirsten Lyons, Head of Marketing Communications at Ulster Bank, Jim Cassidy,

Entrepreneur & Digital Marketing Specialist and Ray Sheerin, Managing Director of Chemistry.

We are planning our third users seminar for later this year and we will also be hosting our first ever seminar for media owners.

We have begun the process of bringing digital media into the CopyClear process. These media were not included when CopyClear was first established as digital media was not within the remit of the ASAI code at the time

I'm glad to report that our case managers continue to report very high levels of compliance with the codes among alcohol advertisers and that the CopyClear process is working very well.

While there continues to be an extremely low level of consumer complaints upheld by the ASAI against alcohol advertising, the alcohol industry cannot become complacent in an environment where the spotlight is very firmly on



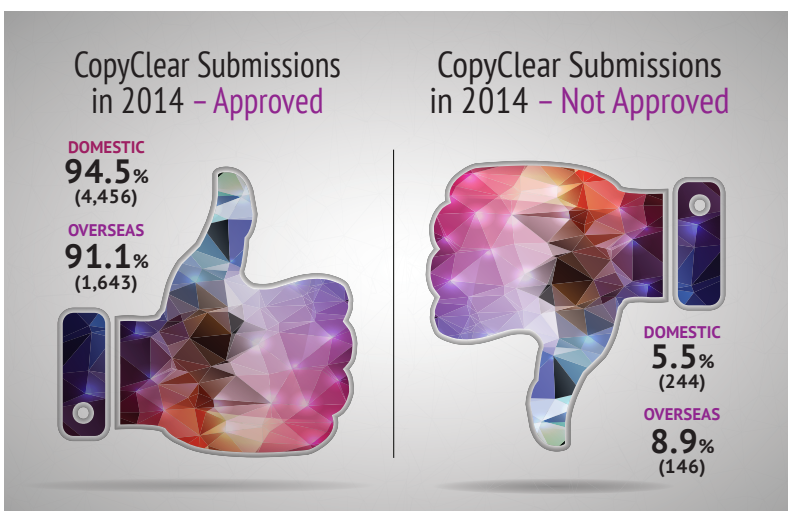
"We are planning our third users seminar for later this year and we will also be hosting our first ever seminar for media owners"

this sector. Any lack of compliance – whether perceived or real – by any alcohol brand tends to receive disproportionate attention from consumers, interest groups and the media.

It is, therefore, disappointing that a very small number of brands choose to opt out of the CopyClear process and in doing so jeopardise the current system of self-regulation for all.

The alcohol industry must be seen to behave in a socially responsible manner with regard to all of its communications. I refer here not just to the letter of the codes, but critically to the spirit of the codes that advertisers have signed up to.

At CopyClear we will continue to support our service users in making this happen.



## CHAIRMAN



### FINTAN COONEY

Fintan is a graduate of UCD and spent over 25 years working in advertising agencies including Dimension, McCann Erickson, Dublin and Chemistry where he was Client Service Director for 13 years.

He is a former board member of IAPI and sits on the board of the St James's Hospital Foundation.

Fintan left his career in advertising in 2012 and now works as a Funeral Director with Fanagans.



### 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.



### TANIA BANOTTI

CEO of the Institute of Advertising Practitioners of Ireland (IAP).

IAP is the representative body for the Irish marketing and communications sector. Members include creative advertising agencies, media agencies and digital specialists.

Previously Tania was CEO of Theatre Forum, the national association for the performing arts and one of the founders and Secretary of the national campaign for the Arts for three years. She was Chief Executive of Screen Producers Ireland, the national association for broadcast film and animation production companies. She also worked for the UN in the Gaza Strip, Palestine for a number of years.



### KIRSTEN LYONS

Head of Marketing Communications,  
Ulster Bank, part of the Royal Bank of Scotland.

Kirsten has 15 years' experience working in financial services marketing. She started her career with Bank of Ireland Group, where she held a variety of marketing roles. Currently, she is fortunate to lead a passionate team of marketing professionals in Dublin and Belfast. Kirsten is responsible for driving brand consideration and meaningful commercial returns from marketing communications including traditional and digital advertising, category support activity, while also identifying opportunities to leverage Ulster Bank's local presence nationally. In addition, she is responsible for increasing customer engagement through one to one communications and leading large customer communications required due to business change.



### ROBERT JORDAN

Head of Beverages and Innovation,  
Glanbia Consumer Foods.

Robert has over 15 years' experience working in FMCG marketing roles. He started his career with the Fosters Group in Australia, and spent four years working with Procter and Gamble - as a Business Manager on its sales & marketing team in Ireland. Since 2004 he has held various roles in Glanbia Consumer Foods, mostly related to marketing Avonmore milk, Ireland's No. 2 grocery brand. His current role also includes managing Glanbia's innovation pipeline, as well as the international launch of the Avonmore brand, across Asia and other markets. Robert has a B.Sc. in Management from Trinity College Dublin.



### CAROLINE DONNELLAN

Head of Marketing & Communications,  
KBC Bank, Ireland.

Caroline has over 12 years' experience in financial services and is currently Head of Marketing & Communications at KBC Bank Ireland. Caroline leads the Marketing and Communications team with responsibility for driving brand awareness and consideration of KBC in the Retail financial sector through the management of advertising, brand strategy, product communications and public relations.

Caroline joined KBC in 2012 from EBS where she held the position of Marketing Communications Manager in EBS. She had responsibility for managing the marketing & communications strategy for EBS and implementing a new customer engagement programme.

**RAY SHEERIN**

Managing Director, Chemistry

A graduate of French and Irish from Trinity College, Ray began his career in financial services in Dublin, moving to London four years later to become International Marketing Manager at Fidelity. He switched to agency life to become a Copywriter in London, working initially on Prudential Assurance and Prudential Home Loans, then moved into client service where again his financial services experience stood him in good stead and he ended up as Group Account Director while still in his 20s. Ray moved back to Dublin in 1991 to head up Equator, the Saatchi below-the-line subsidiary, then set up OgilvyOne in 1993, building it up to become the best known direct marketing agency in Ireland. In 1999, along with Creative Director, Mike Garner, he set up Chemistry. In addition to his management role, Ray works very closely with a number of clients on strategy.

**JIM CASSIDY**

Entrepreneur &amp; Digital Marketing Specialist

Jim co-founded Lucidity Digital in 2003. Under his leadership the company grew from an infrastructure and technology company to one of Ireland's leading full service digital agencies employing 30 people. He guided the business through the successful acquisition by Aegis Media in 2013 and a re-brand to Isobar in 2014 acting as Managing Director until May 2015. He is a lecturer in eCommerce, and Digital Strategy, and is passionate about giving Irish businesses a platform to operate on a global scale. He is currently working on an MBS from IMI/UCC in Data, Finance and Digital Strategy.





# CopyClear

## MANAGERS



### LYNNE TRACEY

Lynne Tracey started out in the Advertising Industry in a salmon-colour linen suit and a black briefcase – well it was the 1980s and that's her excuse. Despite the sartorial lapse, Lynne managed to find work and spent her career working in Agencies such as Campaign Advertising and McCann-Erickson in New York. She moved back to Dublin as a founding Director of McCann-Erickson Dublin and subsequently moved to the Javelin Group where she was a Board Director. Lynne is a past President of IAPI and has served on the Board of the ASAI and CCCI. Lynne currently lectures on the DIT MSc in Advertising and has been a Clearance Manager with CCCI for six years.



### 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. In 2004 she took a career break and completed a Master of Creative Writing in Queens University. She is working on her second novel.



### JOE CLANCY

Joe spent 10 years in London following QPR and worked in advertising with Brunings and the Young & Rubicam Group to support this addiction. He returned to Ireland to rediscover his Munster Rugby roots and joined Hunter (Saatchi & Saatchi), later becoming MD at Bates and Red Cell, and then CEO of Young & Rubicam Dublin. He has managed campaigns for iconic brands such as Land Rover, Smirnoff, Baileys, Club Orange, Johnson & Johnson, Pfizer, Bayer and Zanussi, that have won awards at CLIO, NNI, ICAD, PAA and IAPI ADFX. His involvement in Munster's two Heineken Cup Final victories however was in a purely supportive role. He served on the Council of The Marketing Institute and is a former Board Member of Central Copy Clearance Ireland.



### EOGHAN NOLAN

Award-winning copywriter Eoghan Nolan brings a wealth of experience to the role, having been Creative Director and Board Director of McCann, Irish International BBDO and Leo Burnett. A former lecturer in Copywriting, 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 2012 from the National Newspapers of Ireland.



# OPERATIONAL OVERVIEW

**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.**

**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. This has resulted in very few complaints about alcohol advertisements to the Advertising Standards Authority for Ireland since CCCI/CopyClear was established.

CopyClear clearance managers and general management met regularly during 2014 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 2014, Copyclear reviewed 6,117 submissions, an increase of 48% over the 2013 submission numbers. This total includes all versions of a campaign, including preliminary concepts, adaptations and finished work. The number of advertisements that eventually appear in print or broadcast is naturally lower than the number of submissions considered and comprised 64% of all submissions in 2014.

Of the 6,117 submissions considered and assessed, 5,701 of them were compliant, an approval rate of 93.2%; with 416 (6.8%) non-compliant and therefore not published or broadcast. These figures compare with a 91.8% approval and 8.2% non-approval rate in 2013. CopyClear considers submissions in all alcohol product categories – Beer and Cider, Spirits, Wine, Liqueurs and Ready to Drink (RTDs), and it reviews advertisements >>





# OPERATIONAL OVERVIEW



## Irish-Based Agency

2014	4,413	72%	↑
2013	2,917	71%	

originating from overseas sources and from Irish sources.

In 2014, 82% of all submissions were created in Ireland, this represents an increase in locally produced material where 34% of material reviewed by CopyClear in 2013 was created outside of Ireland.

## PRODUCT CATEGORIES

CopyClear divides its analysis of alcohol submissions into different product categories, and this

approach helps to more precisely identify patterns and trends.

Beer accounted for 4,194, 72% of the total submissions. This was up from the 2013 figure when Beer accounted for 63% of the total submissions. The 2014 non-approval rate for Beer submissions was 7.5% compared to 9.1% in 2013.

Spirit advertisements accounted for 946 submissions (16%) of the total – this is consistent with previous years where the managers

viewed 893 (21.7%) and 852 (22%) submissions respectively in 2013 and in 2012. The overall approval rate for Spirit submissions in 2014 was 94.6% and 5.4% non-approval, and this compared with 93% and 7% respectively for 2013. The total number of Wine submissions in 2014 was 238 compared to 257 in 2013 – the overall approval rate for Wine advertisements in 2014 was 98.3% compared to 92.8% in 2013.

Liqueurs only accounted for a total of 33 submissions in 2014 as compared to 16 in 2013, while there had been 20 liqueur submissions in 2012. RTDs (Ready to Drink) showed a total of 98 submissions in 2014 with 95.6% of them being compliant – 46% of these advertisements originated in Ireland whereas in 2013 68% of submissions originated from overseas.



## Overseas Advertising Agency

2014	940	16%	↓
2013	696	17.63%	

## SOURCE-ORIGINATION AND MEDIA CHANNELS

73% of the 6,117 advertising submissions originated in Ireland, amounting to 4,465 submissions. The comparable figure for 2013 was 2,855 – almost 70% of the total number of submissions. The advertisements originating from overseas-based companies and agencies tend to be part of wider global advertising campaigns for their brands. Overseas submissions amounted to 1,040 which compared to 1,269 in 2013, a decrease of 22%.



## Irish-Based Media Agency

2014	778	13.4%	↑
2013	383	9.7%	

In 2013, Irish originated material accounted for 69% of all submissions compared to 2012, when Irish originated material comprised 79% of all submissions.



## Irish-Based Digital Agency

2014	11	0.19%	↓
2013	839	21.25%	

Internet-based advertisements have

been the number one media channel, since 2011 – previous to this OOH had been the single largest medium. In 2014, paid-for on-line activations accounted for 21.3% of all accounting for 33.6% of all submissions and owned on-line activations accounted for 12.3% of all submissions. Press and magazine advertising accounted for 8.9% of all submissions. TV accounted for 8% and radio accounted for 6% of all submissions. Cinema as a channel for alcohol advertising is minimal at 0.6% of the total.

### SUMMARY

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 Dept. of Health appointed Alcohol Marketing

Communications Monitoring Body (AMCMB). This latter Code, which was agreed between the Dept. 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 Dept. 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 >>



#### Overseas Digital Agency

2014	11	0.19% ↓
2013	111	2.81%



#### Television

2014	464	8.0% ↓
2013	433	10.97%

# OPERATIONAL

## OVERVIEW



### Radio

2014	353	6%	↑
2013	146	3.7%	



### Out-of-Home

2014	1,423	25%	↓
2013	1,101	27.89%	



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 press, outdoor or broadcast 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.



### Online Activations

2014	1,950	33.6%	↓
2013	1,562	39.56%	