

CopyClear Training

Knowing the ASAI Code

May 2021

Agenda

- ❖ Introduction to CopyClear and Operational Issues LYNNE TRACEY
- ❖ Common Errors JOE CLANCY
- ❖ The ASAI code and the CopyClear Footnotes LYNNE TRACEY & DENIS GOODBODY
- ❖ Non Alcohol Product Variants (NAPV) MAGS McLOUGHLIN
- ❖ Bloggers, Influencers & Ambassadors
- ❖ Sponsorship
- ❖ And Finally LYNNE TRACEY
- ❖ Q&A
- ❖ Ends

Why CopyClear?

Why CopyClear?

- ❖ Established in 2003, CCCI - now CopyClear - was established with one purpose; to provide objective, pre-publication vetting for alcohol brands to help ensure that all marketing communications are compliant with the ASAI code.

Who is CopyClear?

- ❖ Established in 2003, CCCI - now CopyClear - was established with one purpose; to provide objective, pre-publication vetting for alcohol brands to help ensure that all marketing communications are compliant with the ASAI code.
- ❖ This is still the sole remit of CopyClear

What is our Remit?

- ❖ To enable you get your work into campaign in a way that is compliant with the code(s)
 - ❖ *through*
- ❖ Clear, swift, precise and objective feedback

Why?

- ❖ To protect our Industry from complaints and to demonstrate our commitment to responsible communications
- ❖ To protect the more vulnerable members of our society
- ❖ Maintain advertising standards and controls

The *Alternative*..

Funding

- ❖ CopyClear is fully funded by the Drinks Industry - the brands pay, not the Agencies
- ❖ The CopyClear budget is pre-set by the Drinks Industry
- ❖ Funding is on a pro-rata basis and is based on the % number of submissions per brand, per year

CopyClear is Independent

- ❖ The Drinks Industry have no influence on, or input into, CopyClear and cannot impact on decisions in any way
- ❖ The CopyClear Board comprises representatives from IAPI member Agencies and AAI members; none of whom work with alcohol brands
- ❖ The CopyClear Compliance Managers are precluded from working with alcohol brands

The Codes

- ❖ ASAI Code
- ❖ BAI General Advertising Code
- ❖ BAI General Advertising Notes
- ❖ AMCMB
- ❖ (drinkaware.ie)

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The Scope of our 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
 - ❖ Other ...

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 - ❖ Experiential
 - ❖ Other ...
- ❖ *If in doubt - submit the material anyway.*

Spirit and Letter of the Code

- ❖ 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 codes

Spirit versus Letter

- ❖ The Letter - the *literal* meaning of a particular rule of the code.
- ❖ The Spirit - is the *intention* behind that rule.

The Team

- ❖ Denis Goodbody
- ❖ Joe Clancy
- ❖ Lynne Tracey
- ❖ Mags McLoughlin
- ❖ All are experienced advertising & marketing professionals.
- ❖ Rotated in order to avoid 'group-think'.
- ❖ All Managers are consulted when copy is particularly challenging or open to different interpretation - '30p'.

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How we view the work

- ❖ We try to review all submissions from the perspective of the consumer:
- ❖ How are they likely to interpret your work?
- ❖ What is the likely consumer take-out?



It's a Fan!

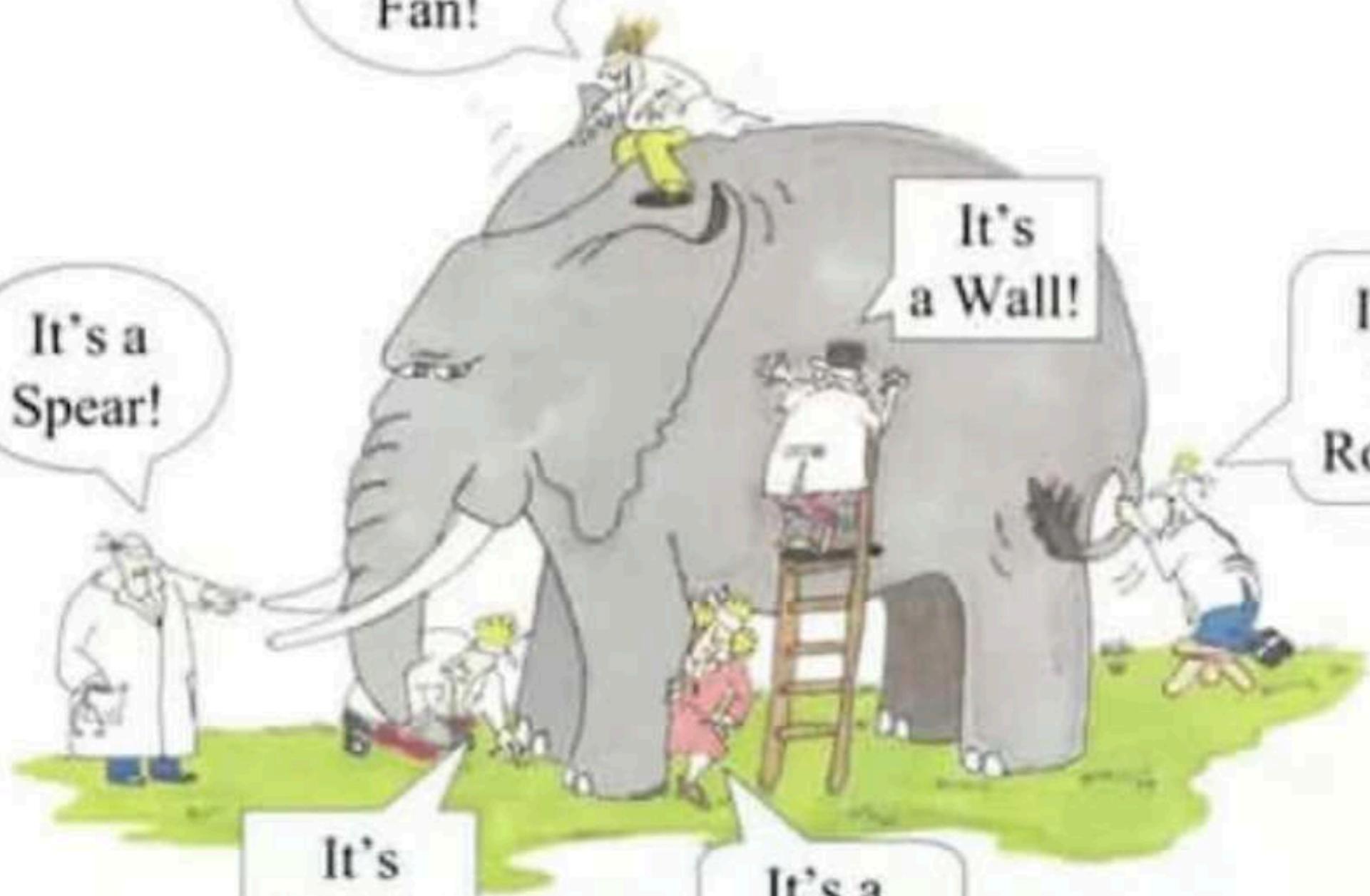
It's a Wall!

It's a Rope!

It's a Spear!

It's a Snake!

It's a Tree!



The Numbers

Numbers of Submissions: 2003 - 2019

❖ 2003	1,972
❖ 2010	3,927
❖ 2013	4,190
❖ 2015	6,869
❖ 2017	7,445
❖ 2019	9,063
❖ 2020	7,030

Levels of Compliance: 2020

Number of Submissions	7030
Final Approval	4275 (62.7%)
Not Compliant	1085 (15.9%)
Not Valid	222 (3.2%)
Incomplete Submissions	263 (3.9%)

Levels of Compliance: Jan - April 2020 v. 2021

	2020	2021
Number of Submissions	1476	1607
Final Approval	905 (61.3%)	860 (53.5%)
Not Compliant	236 (16%)	355 (22.1%)
Not Valid	57 (3.9%)	99 (6.2%)
Incomplete Submissions	34 (2.3%)	39 (2.4%)

Hours

- ❖ Tuesday & Thursday & Friday 9:30 am - 2:30 pm
- ❖ At least 2 Managers on Duty
- ❖ Turn around time ASAP

How we respond

- ❖ When work is compliant, we provide *Interim* or *Final* Approval.
- ❖ '30p' introduced in late 2017
- ❖ When work is not compliant, we provide detailed feedback & cite the appropriate code reference (s).

3Op

CopyClear

Dashboard Campaigns Archive Footnotes Downloads Signed in as [lynne@ten1.ie](#) [Logout](#)

Lynne / tuesday / Morning

_IMG_2490.jpg

Status

 3op

Last Edit: 30th Apr 8:53PM

Submission Details

Conversation

 From CopyClear - 30th Apr 2018, 8:53PM

We are sharing this with the full cohort of Managers and will not be back to you with a response today.

Add your feedback

[Submit >](#)

Joe Clancy

Common Errors

Common Errors

[Or how to ensure your ads do not end up at the back of the queue]

1. Responsibility Messaging



Responsibility Messaging

Image requires Responsibility Messaging (RM).



Responsibility Messaging

Image requires Responsibility
Messaging (RM)

293 Submissions in 2020



Get the facts. Be **DRINKAWARE** <

Visit drinkaware.ie

Drink (Brand name) Responsibly

9.4 Responsibility Messaging

Must be on screen at end of commercial

Must not be presented at an angle

*

Submit New Ad

 Click for details about this step 

✓ 1 Submission Details

✓ 2 Upload Material

3 Approval Details

4 Confirm & Submit

Step 3 - Approval Details

Approval Sought

Final Approval

Origin of Work

Created in Ireland

Comments / Social post copy (if applicable)

Yes No

Have you included RM (Responsibility Messaging)?

Back to step 2

Review

Submit New Ad

 Click for details about this step 

✓ 1 Submission Details

✓ 2 Upload Material

3 Approval Details

4 Confirm & Submit

Step 3 - Approval Details

Approval Sought

Final Approval 

Origin of Work

Created in Ireland 

Comments / Social post copy (if applicable)

Yes No

Have you included RM (Responsibility Messaging)?

This option is required!

[Back to step 2](#)

[Review](#)

THE WORLD'S FIRST BEER AD WITH THIS HEADLINE.

NEWCASTLE ★ NO BOLLOCKS

APPARENTLY CONSTRUCTION SITE ADVERTISING IS THE NEXT BIG THING.

NEWCASTLE ★ NO BOLLOCKS

PAIRS WELL WITH FOOD AND ALSO NO FOOD.

NEWCASTLE ★ NO BOLLOCKS

IF YOU BUY THIS BEER AT A BAR YOU WILL MOST LIKELY GET A COASTER WITH IT.

NEWCASTLE ★ NO BOLLOCKS

IF YOU LIKE BEER NAMED AFTER A CITY IN ENGLAND,

THIS IS FOR YOU.

NEWCASTLE ★ NO BOLLOCKS

WE MADE THIS BEER TASTE GOOD IN 1927.

WE HAVEN'T DONE MUCH SINCE.

NEWCASTLE ★ NO BOLLOCKS

564 x 564

2. Multiple Submissions



Multiple Submissions

222 'not valid' submissions in 2020

3. Visuals without copy or vice versa



Enjoy a refreshing bottle
of Kingfisher



Kingfisher gives you
wings



Kingfisher gives you
wings

*263 'incomplete'
submissions in 2020*



Submit New Ad

Click for details about this step +

✓ 1 Submission Details ✓ 2 Upload Material **3 Approval Details** 4 Confirm & Submit

Step 3 - Approval Details

Approval Sought

Interim Approval

Origin of Work

Created in Ireland

Comments

[Back to step 2](#)

[Review](#)

4. Incorrect level of approval sought

Lynne / Fake1 / Fake1

_Screenshot2017-01-2612.50.59.png

Submission Details

Agency	Lynne's fake company
Submitted by	Lynne Jones
Contact details	lynne@teni.ie 0871234567
Advertiser	Lynne
Brand	Lynne
Campaign	Fake1
Medium	
Ad Title	Fake1
Approval Sought	Interim Approval
Substantiation	No
Origin of Work	Created in Ireland
Comments	
File	

Edit Submission

Last Edit: 16th May 10:51AM

Viewed by: Lynne Tracey

Submission Status

Viewed

Codes

CCCI Feedback

Additional Notes (click to expand)

Save

Conversation

5. Not registering with the service – using someone else's log-in details

Submit New Ad

Steps

[1 Submission Details](#)[2 Upload Material](#)[3 Approval Details](#)[4 Confirm & Submit](#)

Fill in the details of your submission in the form.

Select from existing brand owners, brands, campaigns and ads from the dropdown menus or click 'Add new' to create new ones.

When creating a new brand you will be asked for Billing Company's details.

When you've added all details, click 'Save' and move on to the next step.

Click on the back button to go back to the previous step.

Step 1 - Campaign Details

Brand Owner

[+ Add New](#)

Brand

[+ Add New](#)

Campaign

[+ Add New](#)

AD

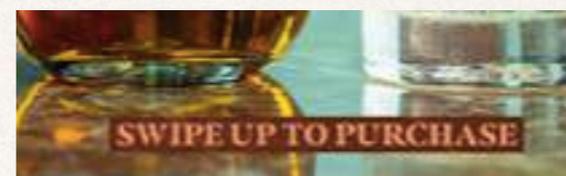
[+ Add New](#)

Substantiation

Only tick box if this submission consists of supporting material (e.g. research evidence or other substantiation, casting, wardrobe, location, music, lyrics, etc.)

[Next Step](#)

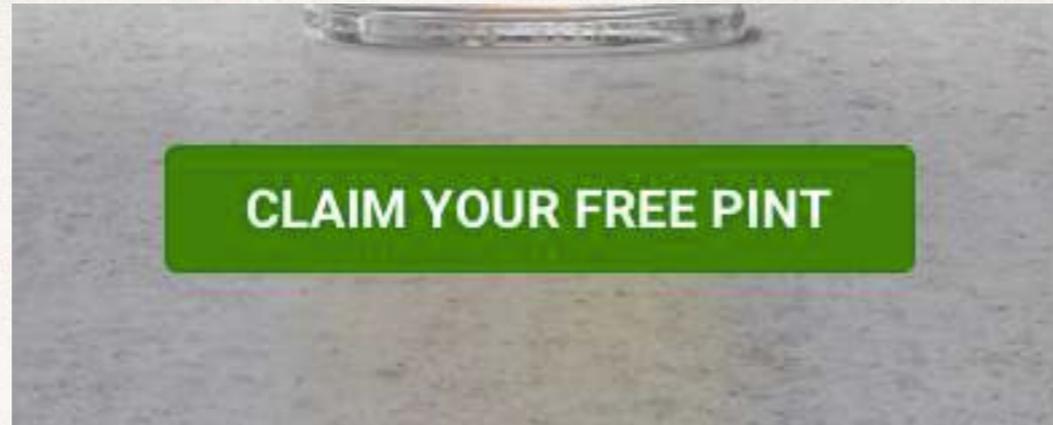
6. 'Substantiation' box wrongly ticked



Not including 'links' in submissions



7. Links not attached



Not including live 'links' or 'Swipe ups'
in submissions



7. Links not attached -

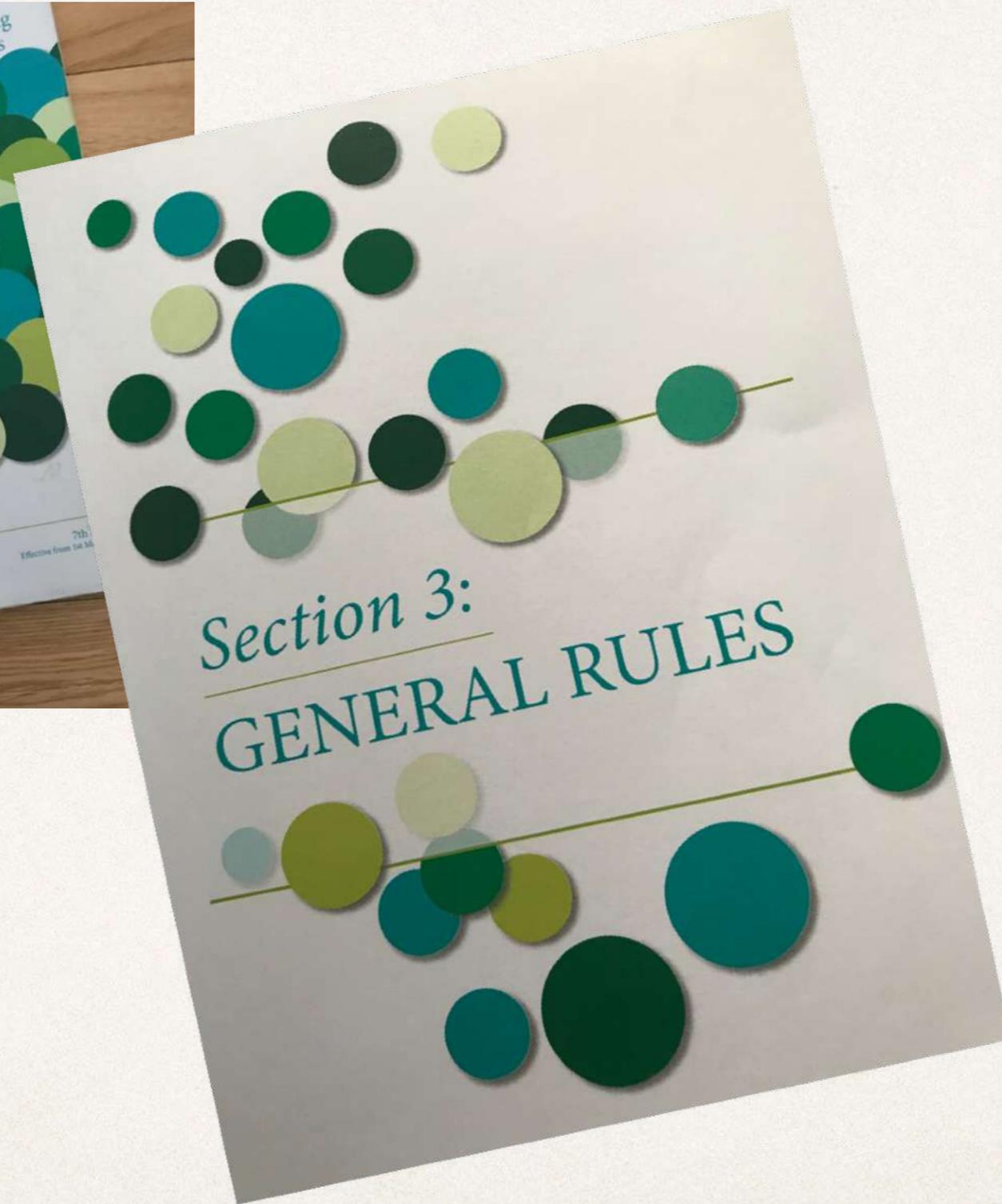
Of 171 submissions received last week, 68 contained links

**The most refreshing
cider has landed.**



8. Making Claims that cannot be substantiated

'Most Refreshing..



9. Not adhering to the General Rules (Section 3) of the ASAI Code

The ASAI Code

- ❖ Section 9 specifically refers to Alcoholic Drinks.
- ❖ However, the Managers also refer to the general code, specifically:
 - ❖ Section 1 - Definitions
 - ❖ Section 2 - Scope and Application
 - ❖ Section 3 - General Rules
 - ❖ *Legality*
 - ❖ *Decency and Propriety*
 - ❖ *Health & Safety*
 - ❖ Section 4 - Misleading Advertising



Legality 3.14

❖ Drinking in a Public Place

Drinking in a public place

- ❖ No National law prohibits this, but ...
 - ❖ Local Councils can introduce their own bye-laws
 - ❖ Dublin City Council has a bye-law that prohibits drinking alcohol in a public space
- ❖ Best Practice

Decency and Propriety - 3.16

- ❖ ‘.....Humorous and satirical treatment of people and groups of people is acceptable, provided that, taking into account generally prevailing societal standards, the portrayal is not likely to cause grave or widespread offence, or to cause hostility, contempt, abuse or ridicule.’

AFTER MONTHS OF NEGOTIATIONS,
IRELAND'S
HOTTEST ROCK GROUP
AGREED TO APPEAR IN THIS AD FOR

FECKIN
IRISH WHISKEY.

THE NEXT DAY, HOWEVER, THEY CALLED AND
TOLD US TO SHOVE THE CONTRACT UP OUR

ARSE.



THE SPIRIT OF IRISH REBELLION
WWW.FECKIN.COM



“THERE'S NOTHING MORE SATISFYING THAN EFFEN ON A PLANE.”

Drink responsibly. EFFEN vodka. 40% alc/vol (80 proof). © 2013 EFFEN Vodka Company. All rights reserved.

HENDRICK'S®

DISTILLED *and* BOTTLED IN SCOTLAND

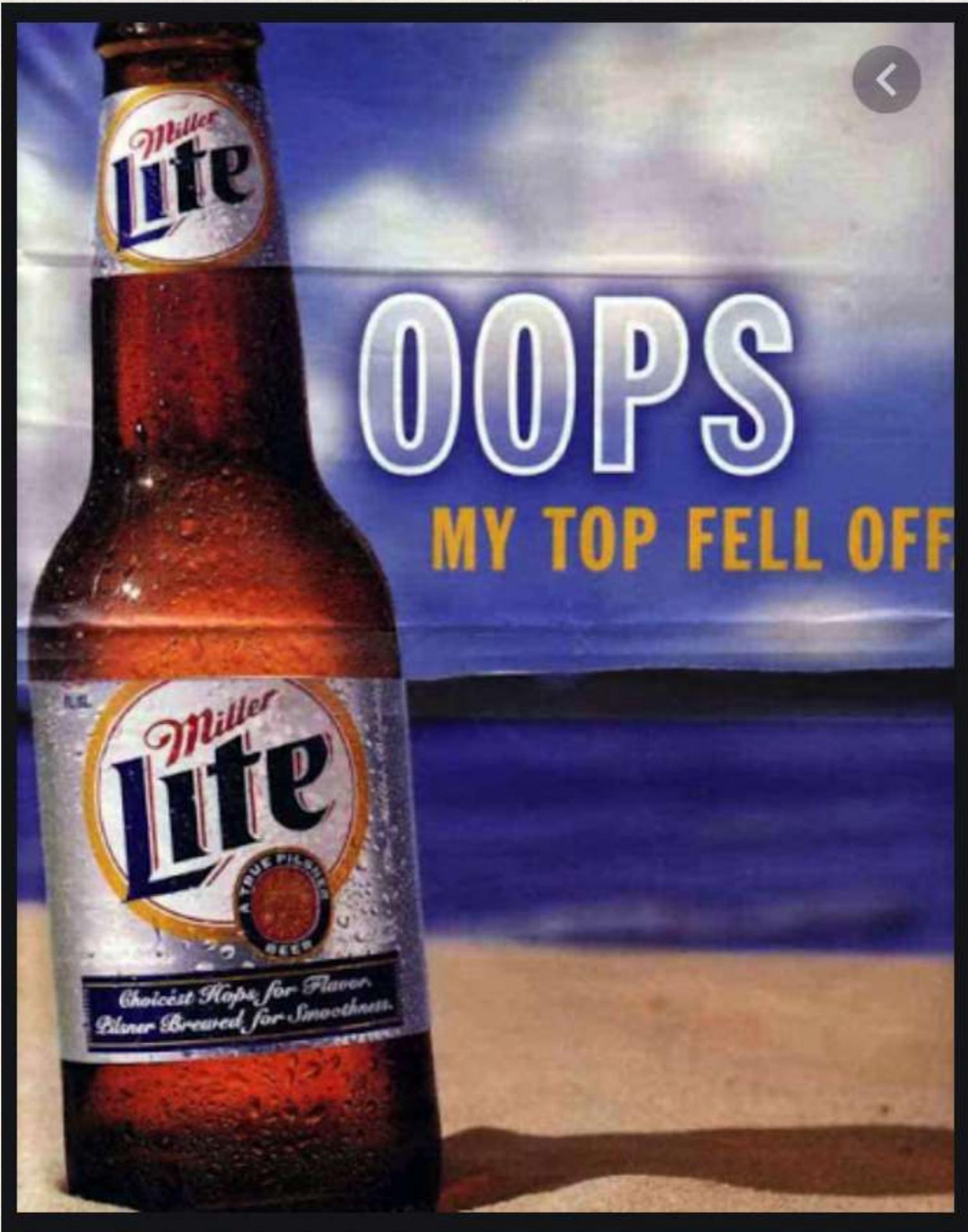
— G I N —



CULTIVATE THE UNUSUAL

1200 x 1714

DISFRUTA DE UN CONSUMO RESPONSABLE 44°



Miller
Lite

OOPS

MY TOP FELL OFF

Miller
Lite
A TRUE PILSNER
BEER

*Choicest Hops for Flavor.
Blaner Breared for Smoothness.*

Respect the Dignity of all Persons - 3.17

- ❖ Respect the dignity of all persons and avoid causing offence ..
 - ❖ Gender
 - ❖ Race
 - ❖ Marital or civil status
 - ❖ Sexual Orientation
 - ❖ Religion
 - ❖ Age
 - ❖ Disability
 - ❖ ...

ONCE YOU GO BLACK...



ALWAYS DRINK WITH A SPIRIT OF RESPONSIBILITY

SINCE 1703

MOUNT GAY RUM
BARBADOS

THE RUM THAT INVENTED RUM

Race



Religion

Respect the principle of Equality - 3.18

- ❖ Avoid gender stereotyping of any exploitation or demeaning of women

UNLIKE YOUR GIRLFRIEND,



**THEY
NEVER
ASK
WHERE**

**THIS RELATIONSHIP IS
GOING.**

Real friends. Real bourbon.

JIM BEAM® Kentucky Straight Bourbon Whiskey 40% Alc. Vol. ©1998 James E. Beam Distilling Co., Clermont, KY www.jimbeam.com Real friends drink together responsibly.



**BEST SERVED FRESH.
IN A GLASS.
IN A PUB.
BY A CHEERLEADER.
WE SHOULD STOP NOW.**



CARLTON DRAUGHT. MADE FROM BEER.

550 x 688

Public Sensitivities - 3.20

- ❖ Avoid coarseness and undesirable innuendo
- ❖ Should not use offensive or provocative copy or images merely to attract attention

6% alc

Now Available Legally

nice
cans



www.drinkfour.com

Drink Responsibly

FOUR

**PLAY
HARD.
STAY
HARD.**

Beer is bad for you, right? Wrong. With full strength, full flavour Carlton LJ, you can still have a great time and stay in shape. Thanks to longer brewing and specially selected aroma hops, Carlton LJ has all the strength and the taste you love in a real beer, yet 20% lower joules. Play hard. Stay hard. Live it up.



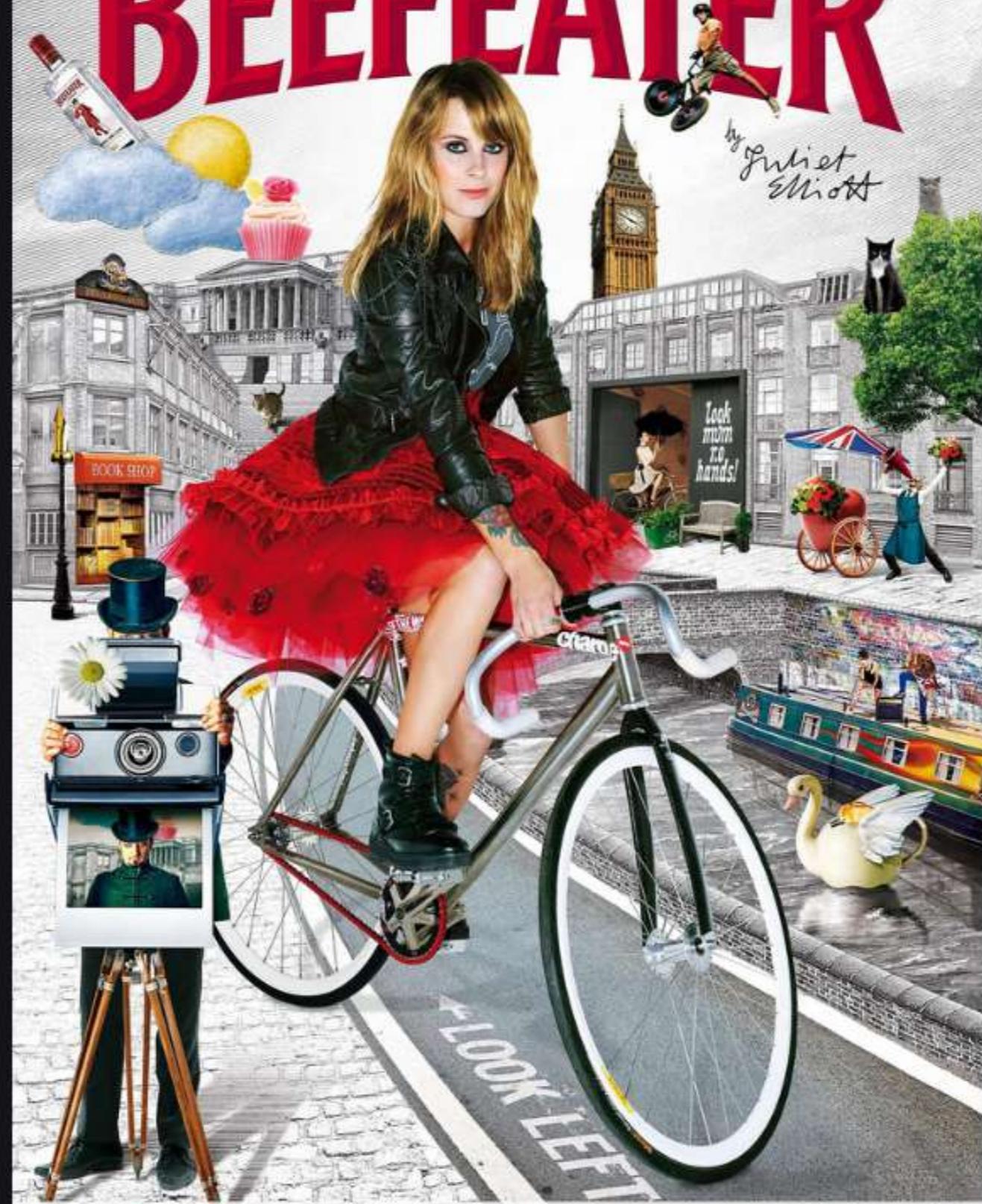
Safety - 3.24

- ❖ Advertising should not encourage or condone dangerous behaviour or unsafe practices

THIS IS MY LONDON

BEEFEATER®

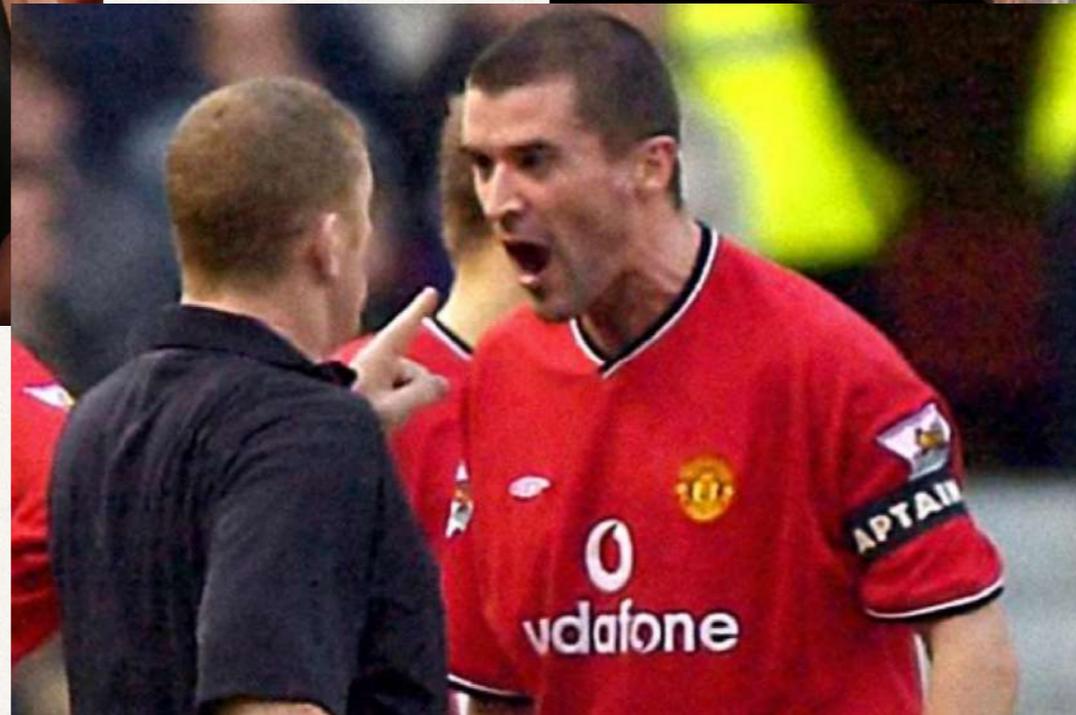
by Juliet Elliott



#MyLondon Juliet Elliott www.disfruta-de-un-consumo-responsable.es 40°

Portrayal of Persons & Property - 3.26

- ❖ Should not feature persons who do not wish to be associated with a marketing communication
- ❖ - and who may take legal action if featured without permission
- ❖ (or they may simply pay you a visit)



*'There's somebody here to see you -
and they don't look very happy ...'*

Lynne Tracey & Denis Goodbody

The *ASAI* Code & The *CopyClear* Footnotes

The CopyClear Footnotes

- ❖ Drafted to help users of the ASAI understand the intent behind the 7th ASAI Code...
- ❖ And how the new code will be read and understood by the CopyClear Managers.
- ❖ Developed with the co-operation and approval of the code owners.
- ❖ Updated June 2019.
- ❖ *Not binding on the ASAI nor its complaints committee.*

Consumer Take-out

- ❖ Useful to understand the intent behind Mar Comms
- ❖ CopyClear must ultimately consider the likely consumer take-out
- ❖ What is the communication saying about the brand?

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- ❖ CopyClear must ultimately consider the likely consumer take-out
- ❖ What is the communication saying about the brand?
- ❖ *The likely consumer take-out is not necessarily the intended consumer take-out*



It's a Fan!

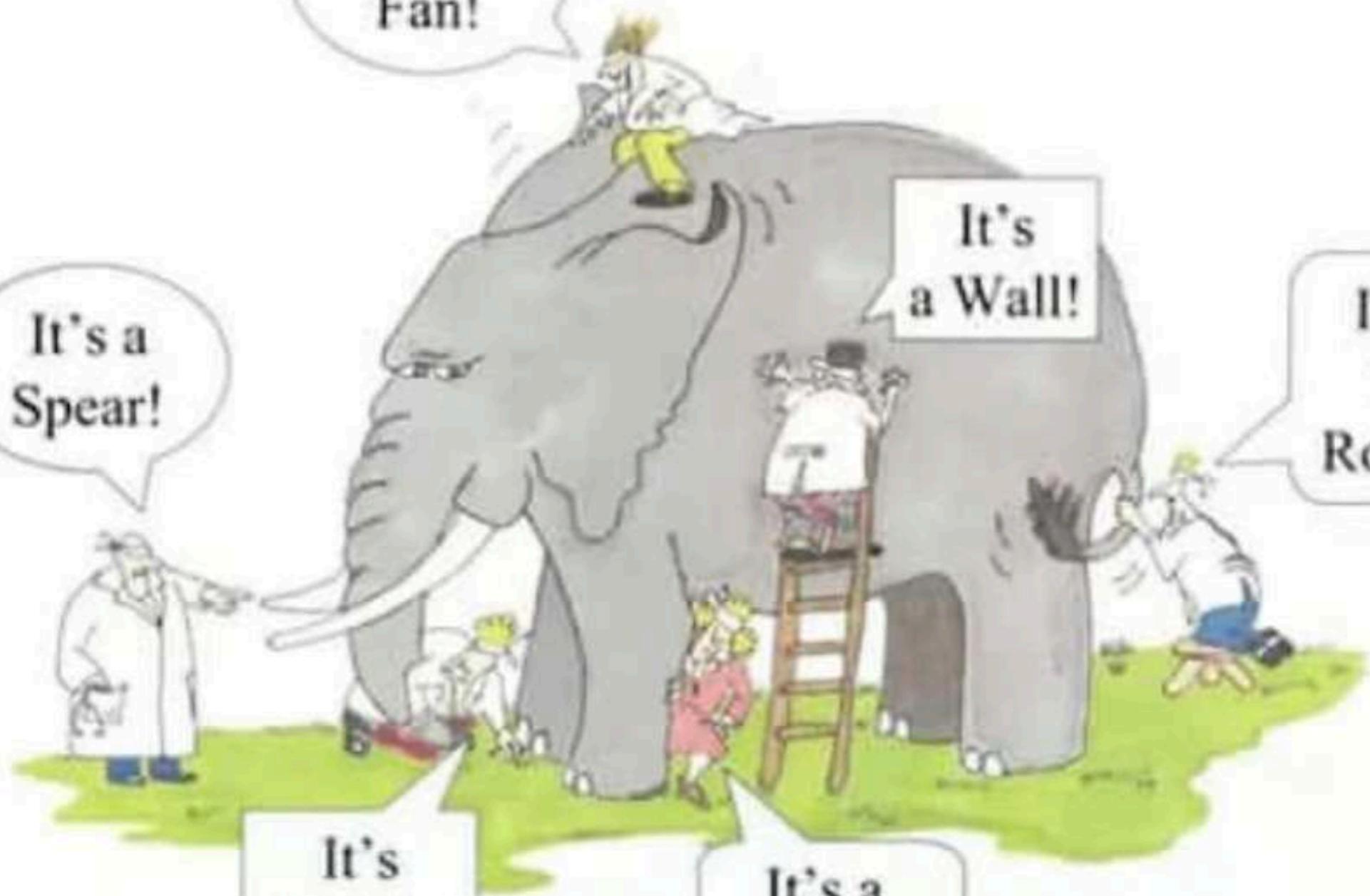
It's a Wall!

It's a Rope!

It's a Spear!

It's a Snake!

It's a Tree!



General Principles of the ASAI Code - Section 9, Alcohol

9.5a

‘Should not state, depict or imply that the presence or consumption of alcohol can improve physical performance or personal qualities or capabilities’



Live Full Bloom (with alcohol - enabling?)



SHINE IN YOUR
OWN LIGHT

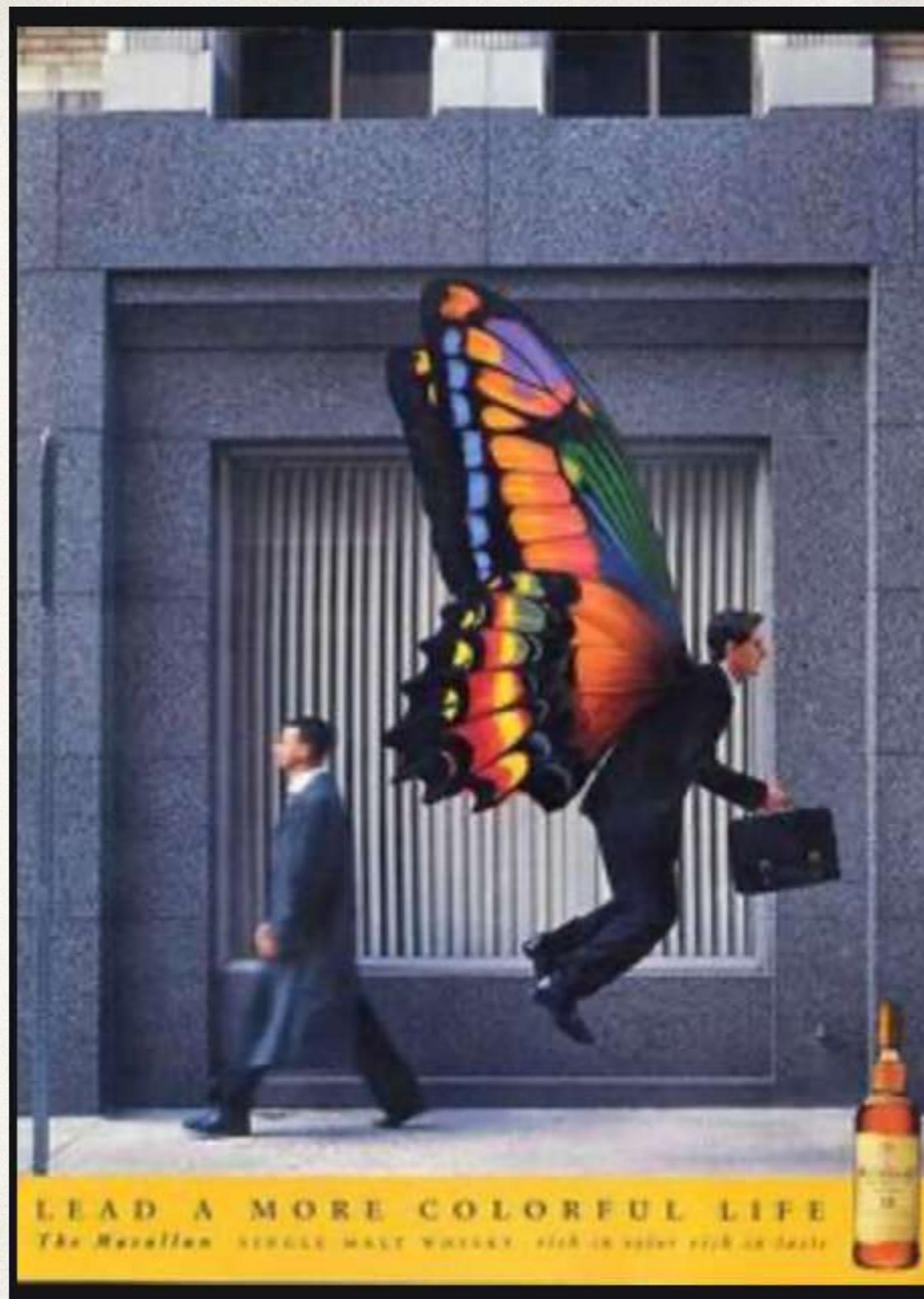
BULLDOG
LONDON DRY GIN



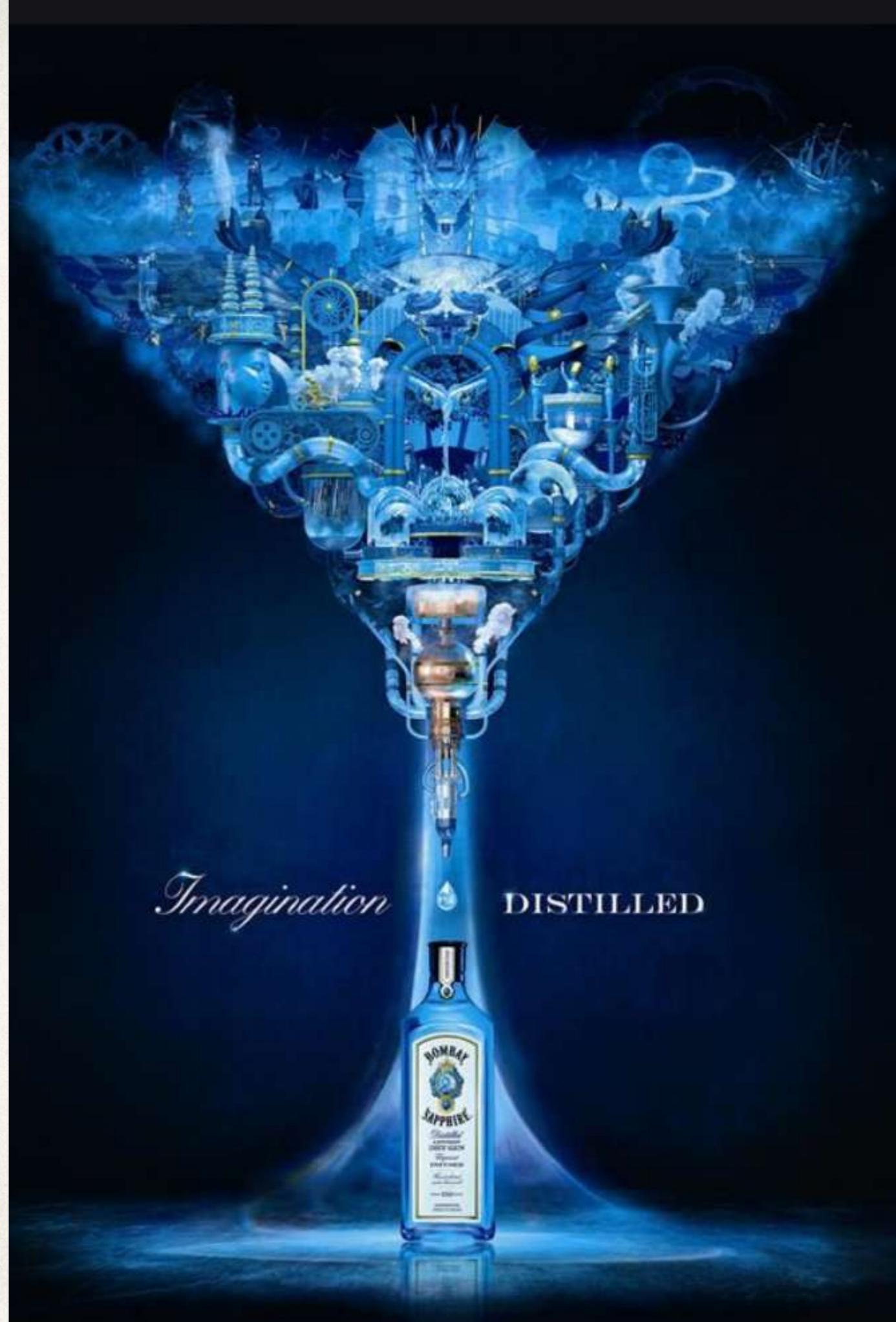
ENJOY RESPONSIBLY

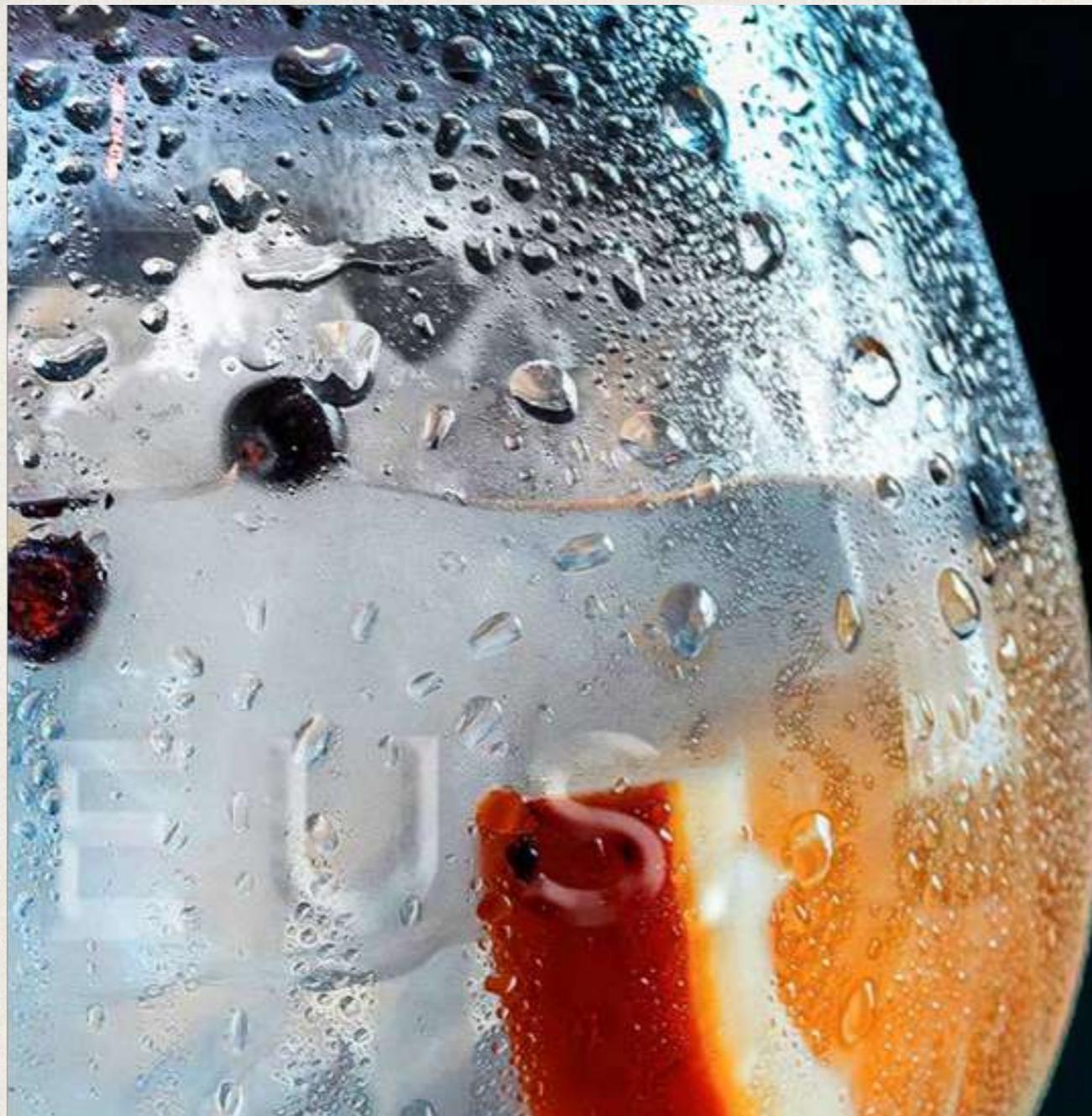
❖ Do you need product (alcohol) to be yourself?

Lead a more colourful life (with alcohol)



Imagination - Product claim





MORPHEUS
GIN

No. 2

FOR THE DREAMERS.

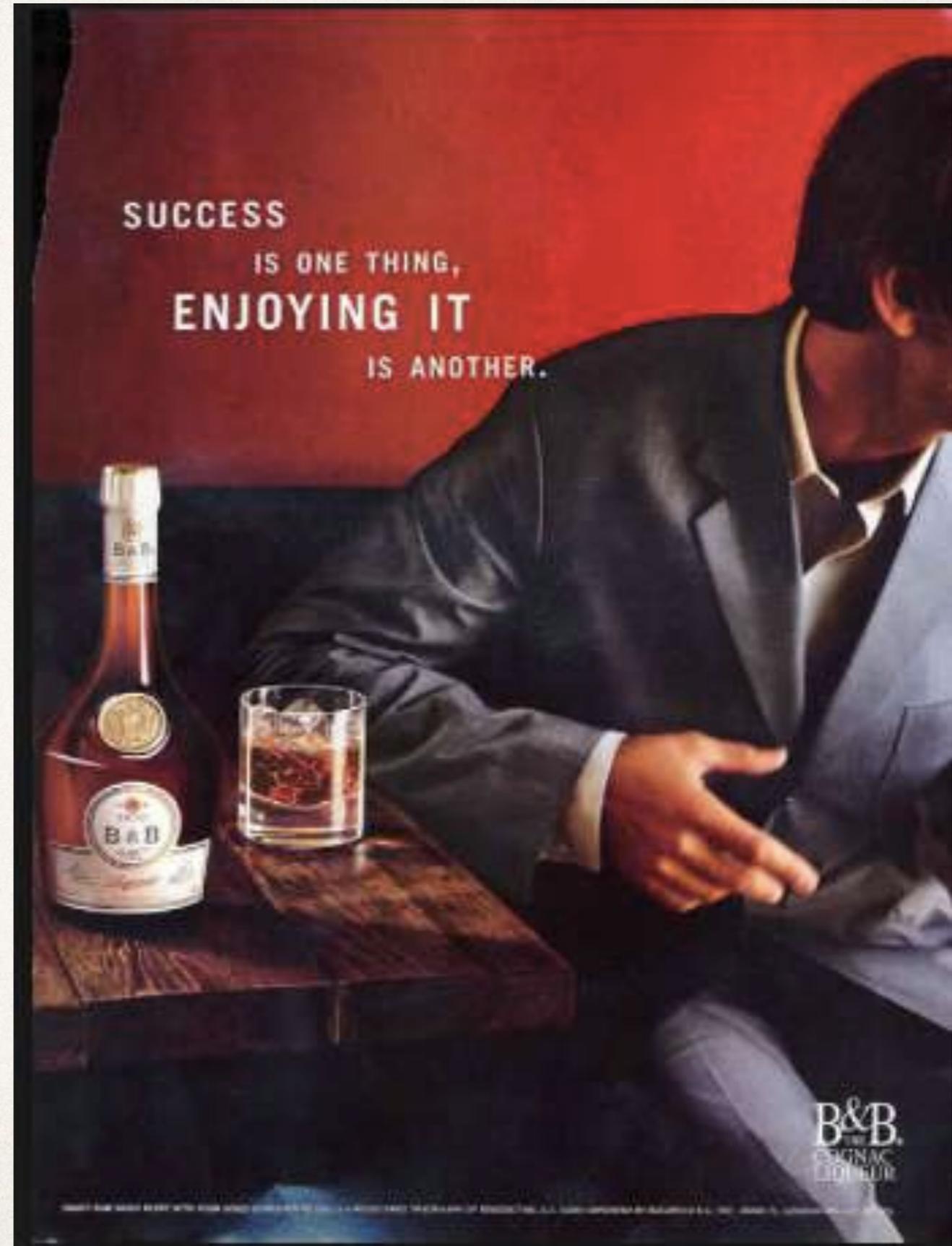
PREMIUM LONDON DRY GIN MADE IN THE UNITED KINGDOM

❖ Mood Change??

9.5b

Should not state, depict or imply that the presence or consumption of alcohol can contribute to social, sporting or business success or distinction or that those who do not drink are less likely to be acceptable or successful than those who do.

Linking alcohol with (business) success



(Alcohol) 'Making sparks fly'

HERE WE DON'T
NEED ELECTRICITY
TO MAKE SPARKS FLY.

★ NOTHING
COMPARES
TO HAVANA

Visit us at [Facebook.com/HavanaClubCanada](https://www.facebook.com/HavanaClubCanada)

Please enjoy our products responsibly.



❖ 'Enabling'

Links sporting 'success' (does not need to be professional) with alcohol



Luigi Cappellini
Cyclist and winemaker
Castello di Verrazzano

**Whatever your passion,
strive for perfection.**

In their vineyards as in their lives, Tuscan winemakers Silvia and Luigi Cappellini pour their passion into everything they do. Stewards of Chianti Classico, they produce organic* wines using the highest standards of sustainable farming.

*Organic certified by Italian agency: Azienda biologica certificata, ref. 9987 da IT90004. Not recognized in the US

CASTELLO DI VERRAZZANO
CHianti CLASSICO
CANTINE IN CHIANTI - FIRENZE

TAUB FAMILY SELECTIONS

@VERRAZZANO_CASTELLO | WWW.VERRAZZANO.COM

9.5c

'Should not state, depict or suggest, by word or allusion that the presence or consumption of alcohol can contribute towards sexual success or make the drinker more attractive. Advertisers should take account of public sensitivities regarding coarseness and sexual innuendo in marketing communications for alcohol.'

Sexual activity linked to alcohol

WHAT'S YOUR
O-FACE?

IMPORTED

Three Olives
VODKA

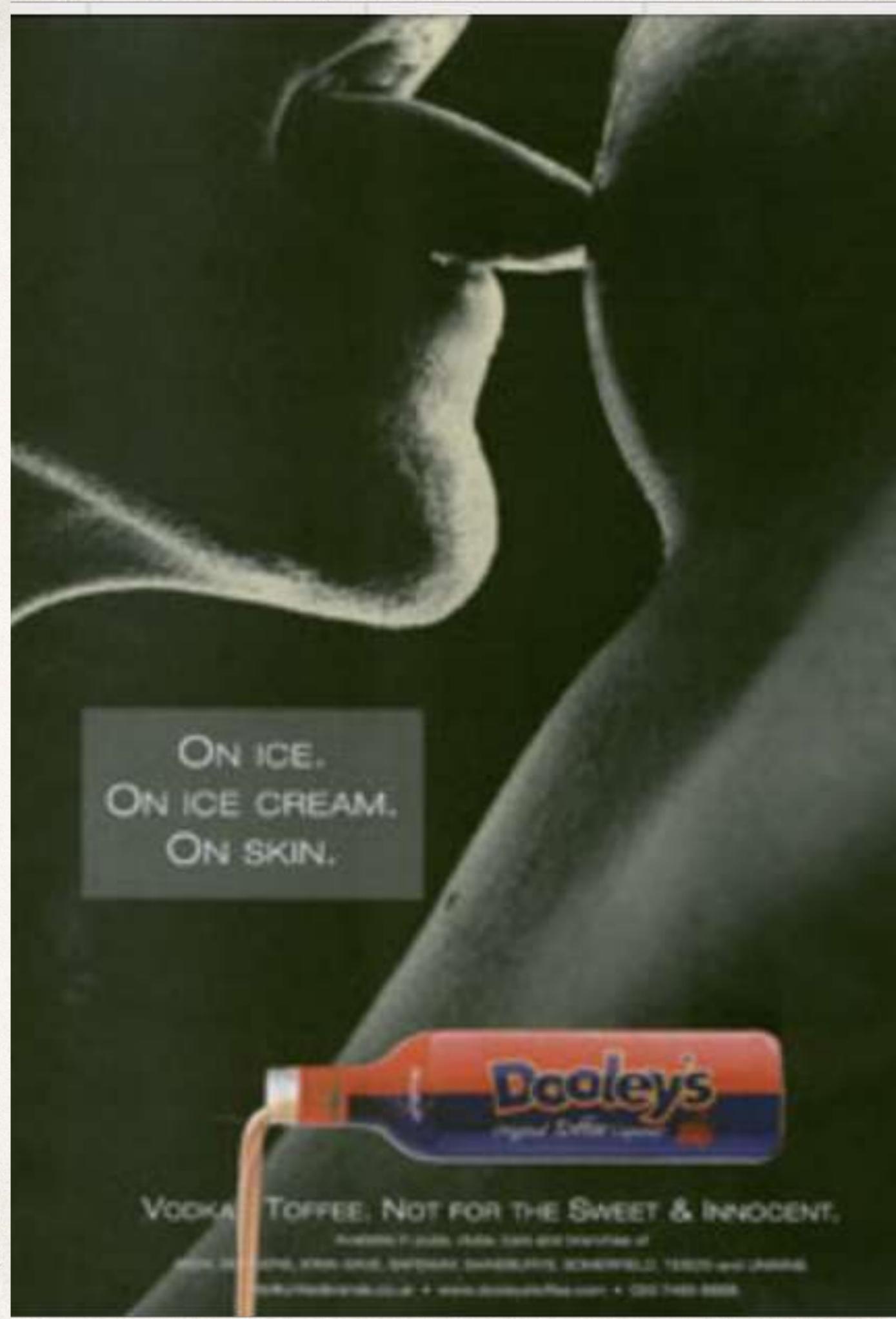
Three-O
VODKA

SERIOUSLY FUN IMPORTED SUPER-PREMIUM VODKA
Ask your bartender for a shockingly delicious Three-O Bumb.
BE THE NEXT O-FACE AT THREEOLIVES.COM

Produced & Bottled by Three Olives Company
©2008
100% GRAIN NEUTRAL SPIRITS

Detailed description: This is a promotional advertisement for Three-O Vodka. The top half features a woman with her eyes closed and mouth wide open in a 'fish face' expression, set against a dark blue, textured background. The headline 'WHAT'S YOUR O-FACE?' is written in large, white, sans-serif font. To the right of the woman is a clear glass bottle of Three Olives Vodka, which is partially filled with a blue liquid and three olives. The bottle has a white label with the brand name 'Three Olives' and 'VODKA'. At the bottom of the advertisement, there is a dark blue banner containing the 'Three-O' logo, a short promotional text, and the website 'THREEOLIVES.COM'. The entire advertisement is framed by a black border.

Speaks for itself



BUYING
SOMEONE A DRINK
DOESN'T
BUY YOU A YES

DRINK RESPONSIBLY.
#Sex Responsibly

ONLY A YES TO SEX
IS A YES

ABSOLUT.
absolut.com/drinkresponsibly

ABSOLUT® VODKA. PRODUCT OF SWEDEN. 40% ALC./VOL. DISTILLED FROM GRAIN. ©2013 IMPORTED BY ABSOLUT SPIRITS CO., NEW YORK, NY.

Dilemma: Alludes to alcohol as an 'enabler' and mood changer. But does the message justify it?

Sexual innuendo

The advertisement features a large, frosted glass bottle of Belvedere Vodka on the left. The bottle has a white, branching tree-like pattern on its body and a small blue label at the top. Below the bottle, a martini glass filled with a drink and two lemons is visible. In the background, a man in a brown suit is blindfolding a woman in a black top. The woman is laughing. The background is dark with bokeh light effects. At the bottom right, there is a list of items and prices.

BELVEDERE
VODKA

Distilled and Bottled by
POLSKA WODKA
POLAND

BELIEVE
CLOTH BLINDFOLD: \$3
BELVEDERE VODKA: \$70
NIGHT AT JOE'S MOTEL: PRICELESS
FACEBOOK.COM / BELVE / LIVERFAILURE

9.5d

‘Should not portray drinking alcohol as a challenge and should not state, depict or suggest that those who drink are brave, daring or tough’

Suggests power and strength



WANNA MESS
WITH ME?

8%
ALC.

STRONG
BEER



A central image of a condensation-covered bottle of Doppel Munich beer. The bottle is flanked by two large, curved antlers, suggesting strength and masculinity. The background is a light, textured surface.

Doppel Munich

Reveal your inner strength

**STRONG
TASTE FOR
STRONG MEN!**

Alcohol abuse is dangerous. To consume with moderation.

Strong men ...

Bravery

**IT'S LIKE
MOM
USED TO
MAKE.**

**Just before she was
arrested.**

CIDER JACK



HARD CIDER

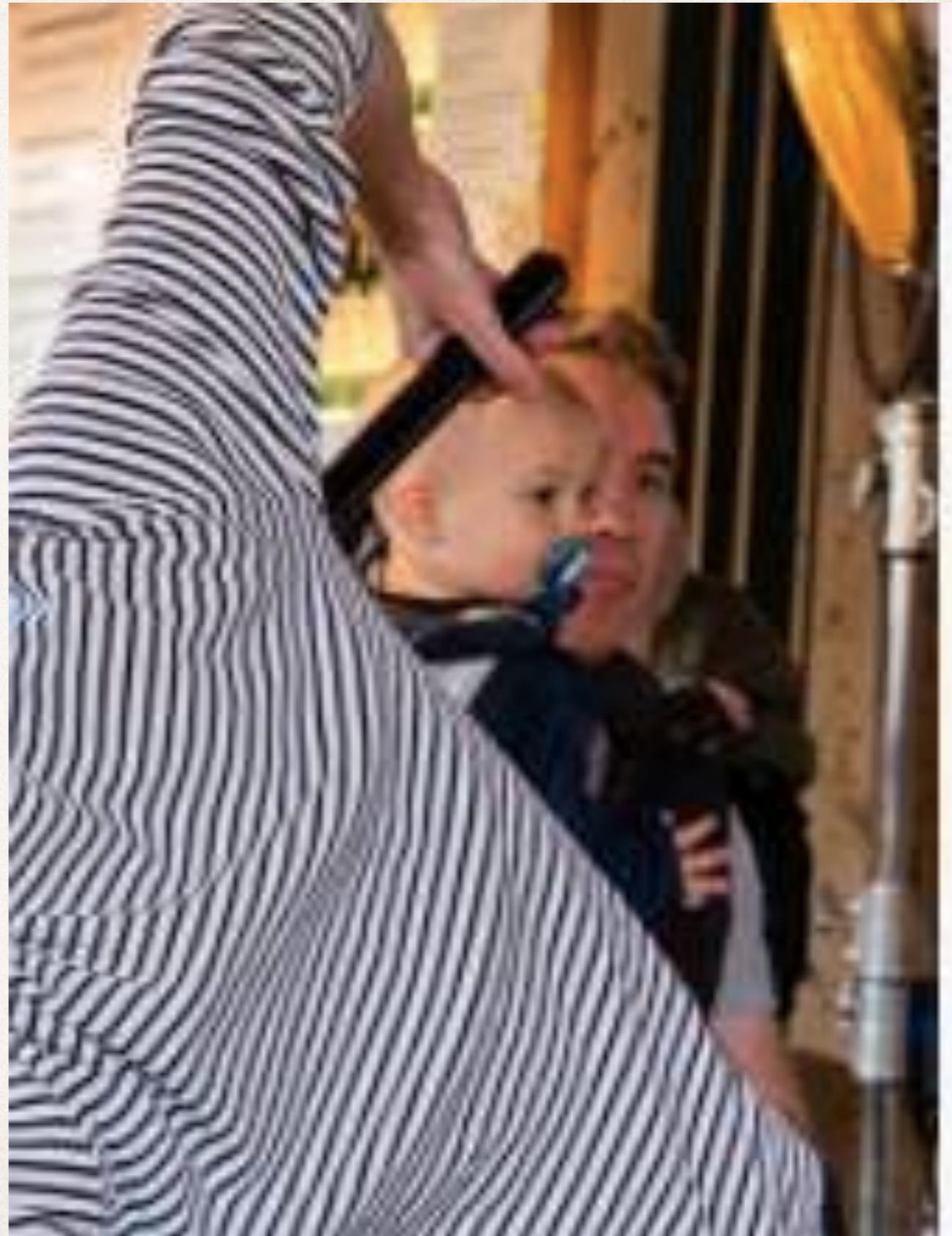
9.7a

‘Anyone depicted in an alcohol marketing communication should be aged over 25 and should appear to be over 25.’

Bird's eye ...



Worm's eye ...



Bird's eye ...



Get the facts. Be **DRINKAWARE** < Visit drinkaware.ie



9.7a

- ❖ The ASAI code requires that brands are able to validate that everyone depicted in marketing communications for an alcohol brand is over the age of 25 years

9.7a - One Exception

- ❖ ONE exception in the ASAI code:
- ❖ At over-18s ticketed events punters can be featured, provided:
 - ❖ No brand or product is featured or held
 - ❖ No branded clothing, hats, etc.
 - ❖ Cannot appear to be under the influence of alcohol
 - ❖ **Only 'images' apply** – no VOD / Facebook Live / stories etc.
- ❖ These images can only be posted in the context of the specific event and cannot be used in broader marketing communications
- ❖ *Note – anyone employed by the brand must be over and look over 25 years*

9.7b

‘Aspects of youth culture and treatments that are likely to appeal to children should not be used. Treatments should not portray adolescent, juvenile, childish or immature behaviour.’



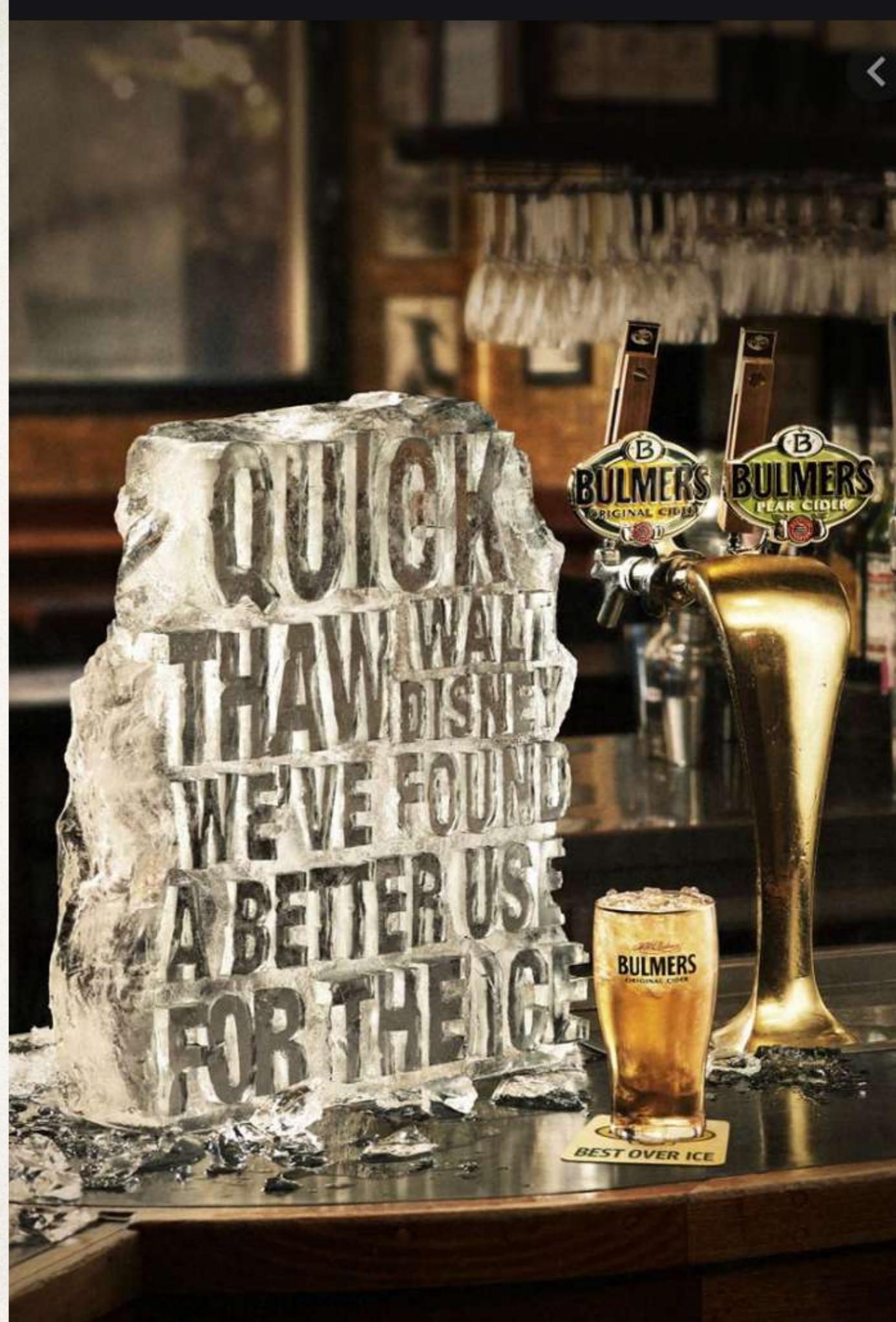
**ALL OTHER LIGHT BEERS:
I AM YOUR FATHER.**

MILLER LITE. THE ORIGINAL LIGHT BEER.

IT'S *Miller* TIME

Star Wars – likely appeal to children

Disney ..



Appeal to Children



Peep This

Ingredients

1.5 oz Código 1530 Rosa tequila
.75 oz lemon juice
.75 oz agave nectar
4 raspberries
1 egg white

Instructions

Add all ingredients to a shaker with no ice and shake vigorously. Then add ice to the shaker and shake again. Double strain the mixture into a sugar-rimmed glass and garnish with your favorite color Bunny Peep. Dust the top of your drink with dried raspberry powder.

Juvenile attitude



9.7c

‘Marketing Communications should not feature personalities or characters (real or fictitious) that would have a particular appeal to children.’

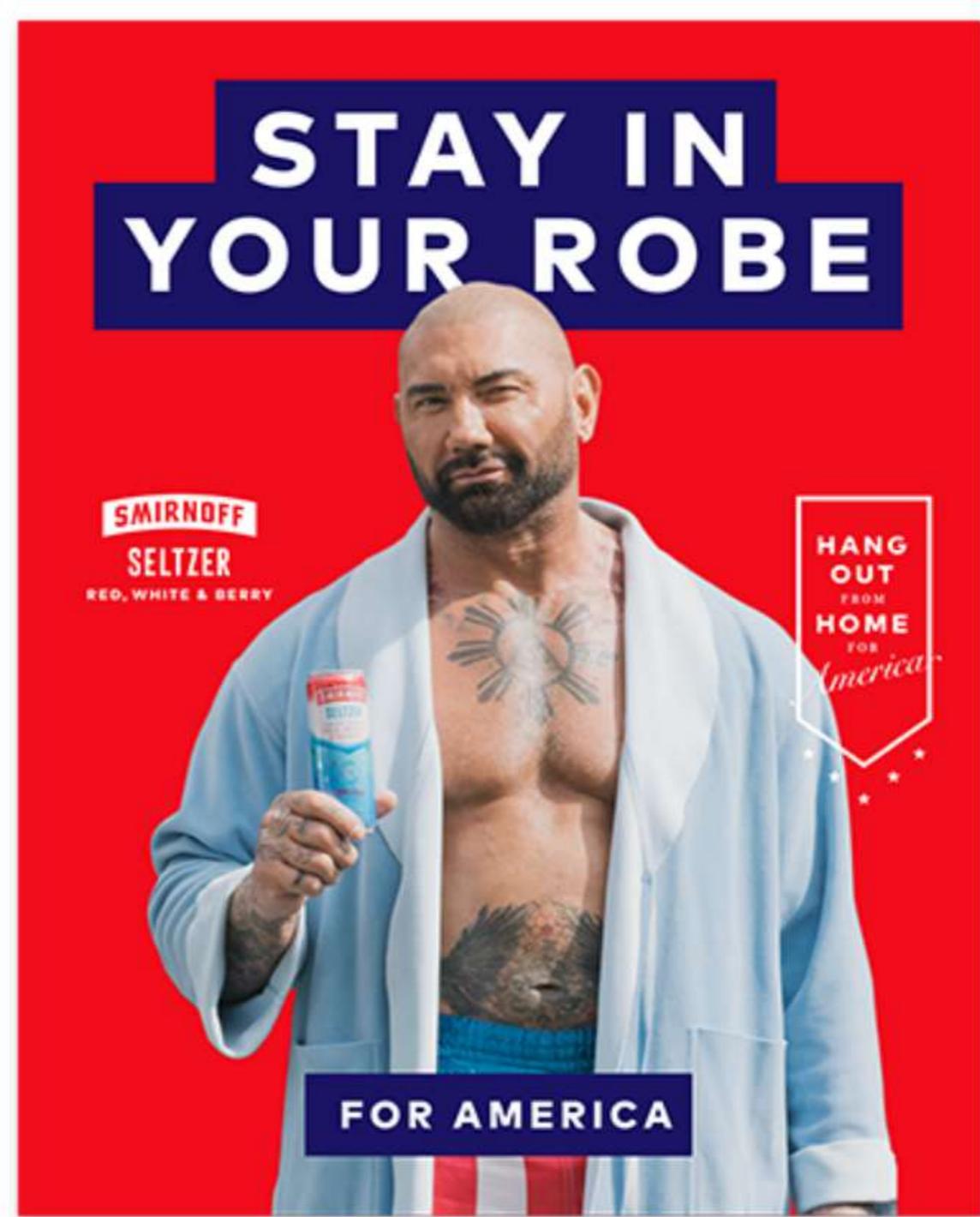
[Heroes of the Young / HOTY's]

ASAI Guidance Notes — 9.7(c)

- ❖ If there is ambiguity about a person who is proposed, then, in the avoidance of doubt, the proposed person should not be used
 - ❖ 9.7(c) (c)

- ❖ Precluded sports teams:
 - ❖ Irish National & Provincial rugby teams
 - ❖ GAA Provincial & County teams
 - ❖ 9.7(c) (e)

- ❖ 'Team' is understood as including Managers, Coaches & support personnel; that is, anyone who is key to the performance of the team or that has a public profile associated with the team.



❖ Heroes of the Young



❖ Ryan Reynolds - Deadpool



Idris Elba - HOTY

9.7e

‘Alcohol marketing communications should not be placed in media primarily intended for children. Advertisers should take account of the audience’s age profile so that marketing communications are communicated, so far as is possible, to adults. In this context the ASAI will have regard to the Alcohol Marketing, Communication and Sponsorship Codes of Practice, agreed by the Department of Health, the drinks industry, and the media as detailed under Other Requirements at [9.12](#).’

9.7e: Media and Placement

- ❖ CopyClear is charged with reviewing content and not placement
- ❖ The use of certain media choices may not be compliant with the AMCMB code.
- ❖ AMCMB may be contacted directly if required.

9.7f

Digital media, including apps, that primarily promote an alcohol brand should be age gated through a secure and appropriate Age Verification System

Age Verification

You must 18 or older to visit this website. Your age will be verified at checkout.

[Yes, I'm 18 or older >](#)

[Age Verification FAQ](#)

9.7f

Not permitted

Underground Spirits

Please verify your age to continue.

MM

DD

YYYY

Enter

9.7f

9.8a

‘Marketing communications should only depict or imply the responsible and moderate consumption of alcoholic drinks.’

Let the evening
'Be Gin'?
Immoderate drinking.



Speaks for itself



If we could get rid of your hangover,
we wouldn't.



Maker's
Mark

Drink more, it'll "help."

WE MAKE OUR BOTTLES RESPONSIBLY. PLEASE ENJOY IT THAT WAY.
Maker's Mark Scotch Whisky, 40% Alc./Vol. ©2014 Maker's Mark Distillery, Inc. 100% Grain Neutered.
Find us on Facebook™, facebook.com/MakersMark
Facebook is a registered trademark of Facebook, Inc.

drinkaware.co.uk
for the facts

1024 x 1384

MAKE. EVERY DAY.
FLAVORFUL.

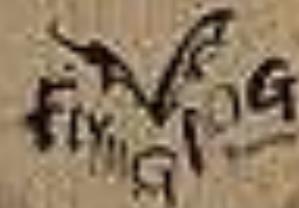
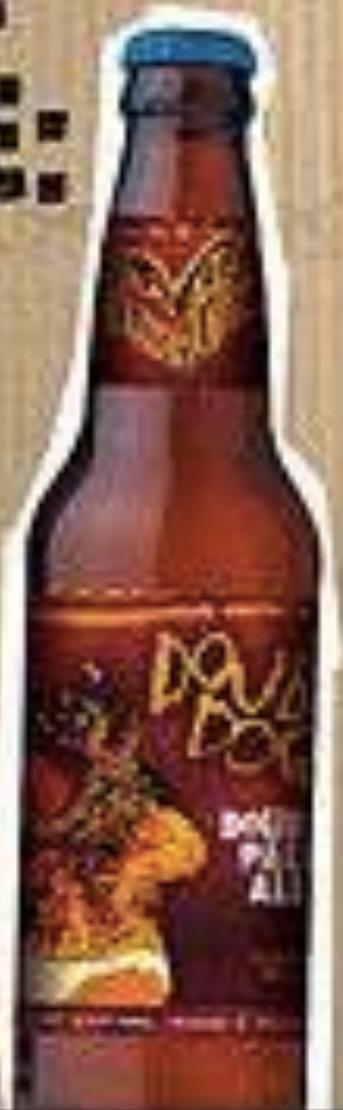


❖ Every day - lack of moderation?

Celebrating 'drunken' behaviour

DOUBLE DOG DOUBLE PALE ALE:

MAY CAUSE YOU
TO WALK ON
ALL FOURS.



dogdog.com

9.8b

‘Marketing communications should not show, imply or encourage immoderate or irresponsible drinking or regular solitary drinking. This applies to the amount of alcohol, the numbers drinking or the way drinking is portrayed.

The buying of a large round of drinks should not be depicted or implied’

9.8b – CopyClear Footnotes

- ❖ In smaller groups of people:
 - ❖ 3 people, 2 drinking, one not
 - ❖ 4 people, 3 drinking, one not
 - ❖ 5 people, 3 drinking, two not
 - ❖ 6 people, 4 drinking, two not
- ❖ Recommend that people are seen to be consuming non-alcoholic drinks

9.8b – CopyClear Footnotes

- ❖ Natural bar scenario – 60% consuming alcohol
- ❖ Non-bar environment – 40% consuming alcohol
 - ❖ Recommend that people are seen to be consuming non-alcoholic drinks

No explanation required



No jigger.
Too many people
drinking alcohol.



720 x 720

Solitary drinking



#JOYOFJAN

MARTINI



❖ Lack of moderation ???

[Link to 12 pubs tradition](#)



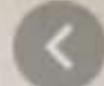


IT'S OVER!

Time for a 



1200 x 851



IT'S OVER?

Time for a 



Copyrighted at

❖ Any excuse



❖ Use of 'party'

**DARE TO BREAK TRADITION
BEFORE NOON**

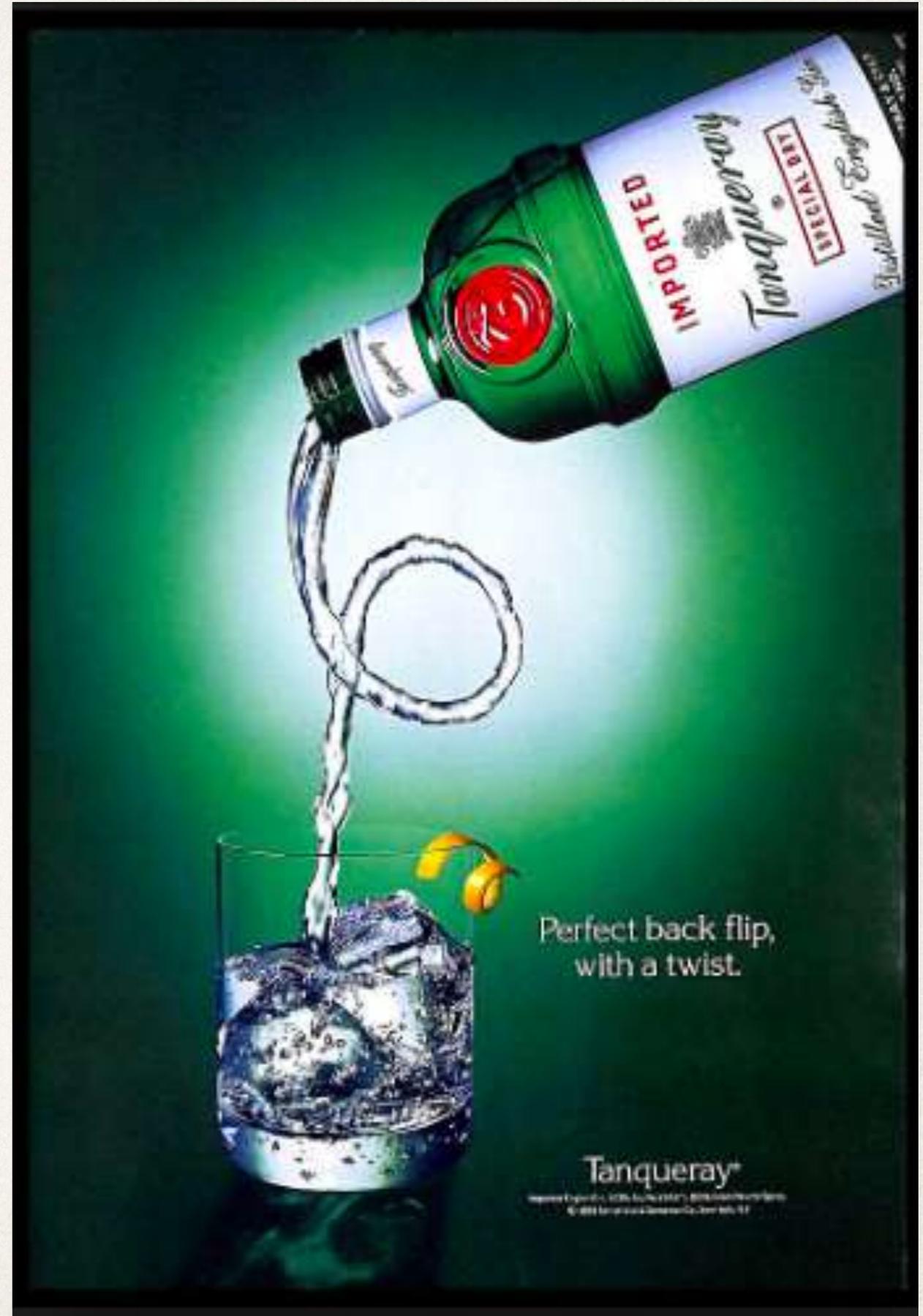


**DIFFERENT
BY DESIGN**

EFFEN
VODKA

❖ A discussion ...

Free-pour (spirits)



Perfect back flip,
with a twist.

Tanqueray®

Imported by Tanqueray, Inc., 1000 Broadway, New York, NY 10018
© 2001 Imported by Tanqueray, Inc. All rights reserved.

What comprises free-pour?
Some examples



❖ Two bottles / two glasses - Jigger recommended (Not obviously a bar / pub)

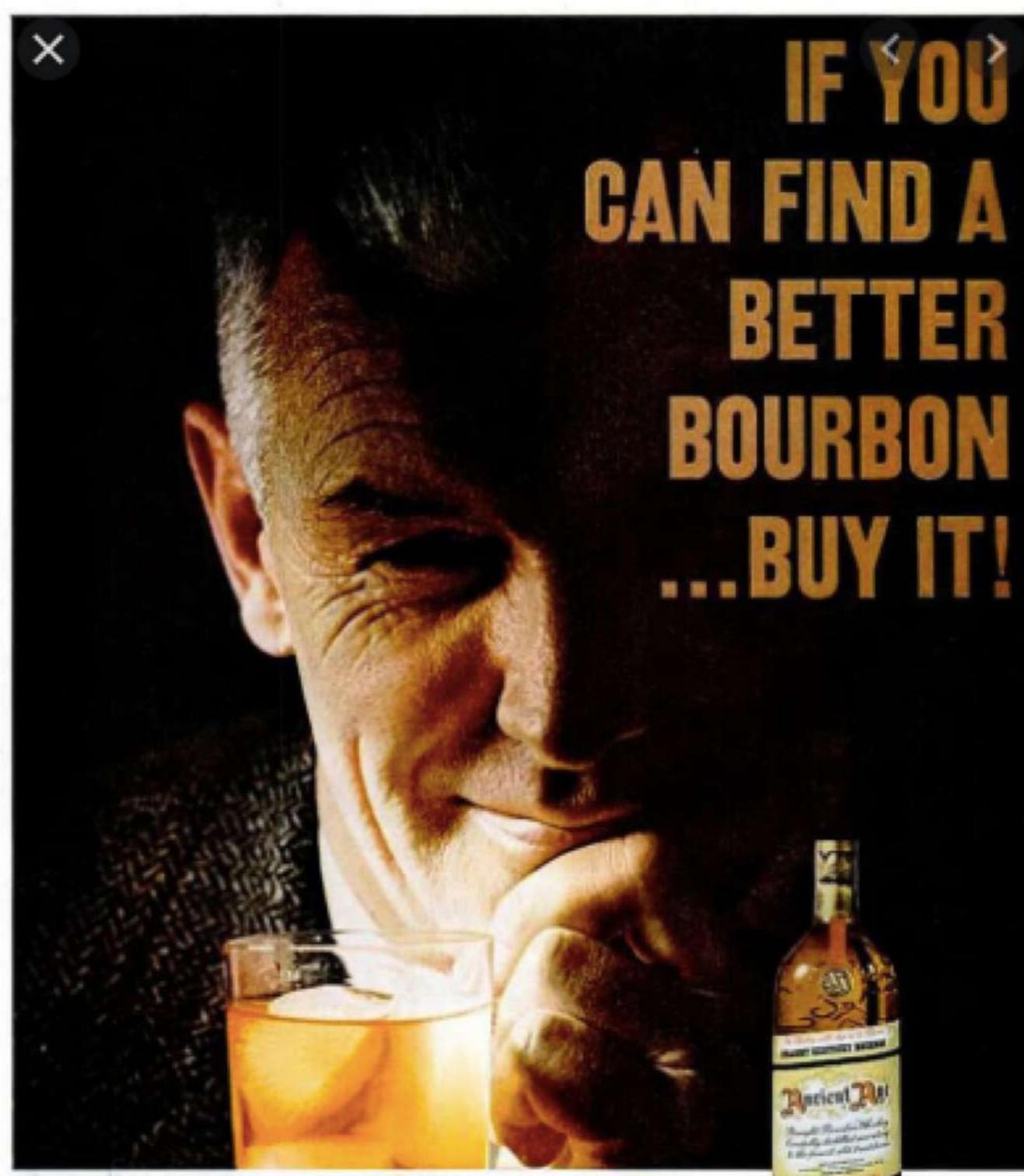
Bottle open, glass poured. Jigger
required.





- ❖ Beauty shot - Glass and bottle clearly in different 'environments'. No Jigger required.
-
-

Bottle separate from poured glass - No
Jigger required



IF YOU
CAN FIND A
BETTER
BOURBON
...BUY IT!

Ancient Age

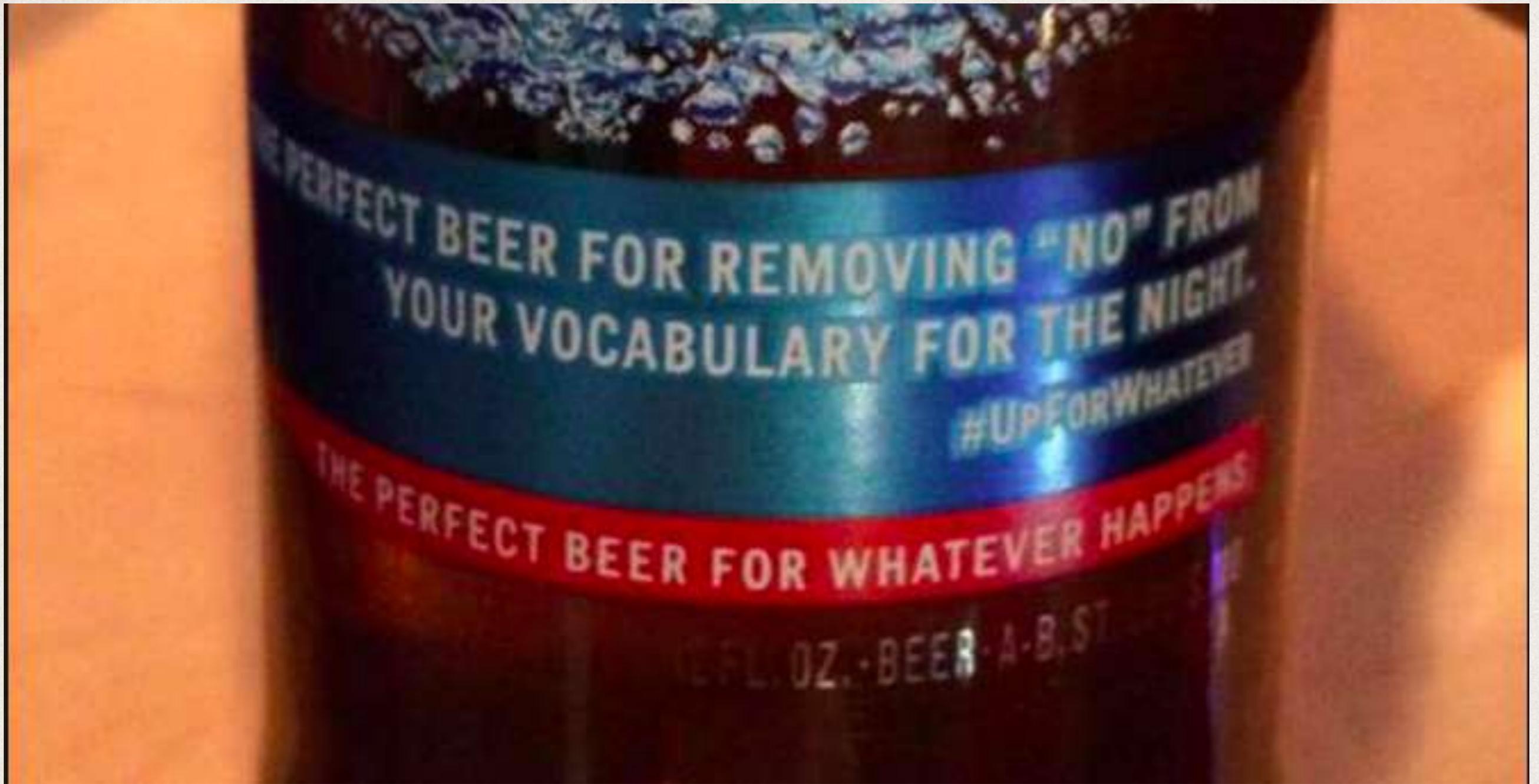
Out of Kentucky, the great bourbon country, comes the greatest of them all, mellow, warmhearted, aged to perfection six full years... Ancient Age. We challenge you to find a better bourbon. Kentucky Straight **BOURBON** Whiskey • 6 Years Old • 86 Proof • ©Ancient Age Distilling Co., Frankfort, Ky.

9.8g

‘Marketing communications should not claim that alcohol has therapeutic qualities or that it is a stimulant, a mood-changer or a sedative, or that it is or can be transformative of an individual or a situation or that it is a means of boosting confidence or resolving personal conflict.’

The evening begins with Gin -
[The evening does not begin without
Gin}





Boosting confidence (notwithstanding #metoo)

Unleash ...what?

UNLEASH

WEAREBULLDOG.BE

Ons vakmanschap drink je met verstand.



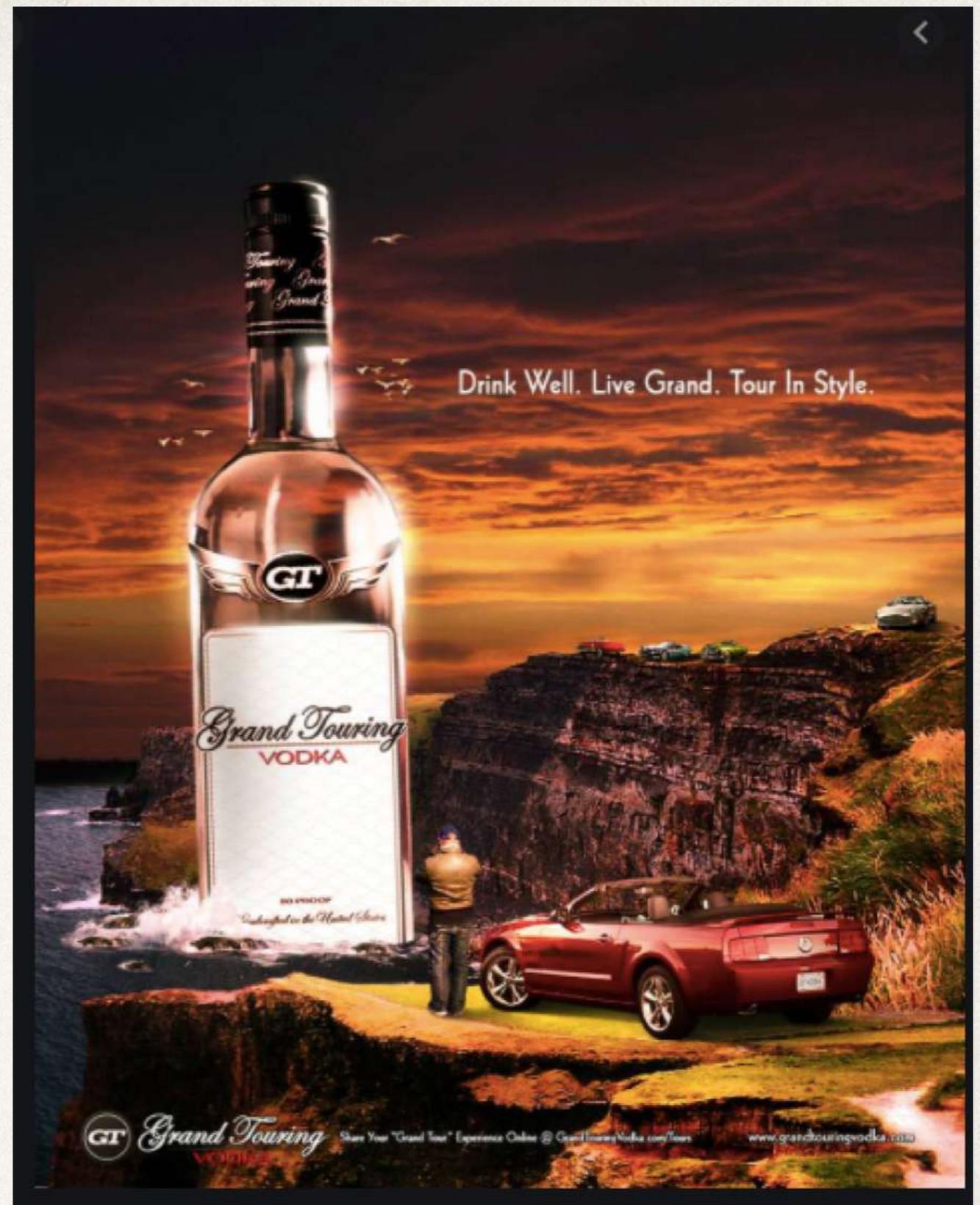


❖ Great times being made with alcohol

9.8h

‘Marketing communications should not depict any direct association with the consumption of alcoholic drinks and activities or locations where drinking alcohol would be unsafe, unwise or unacceptable. Where consumption is shown or implied it should not be represented as having taken place before or during engagement of the activity in question’.

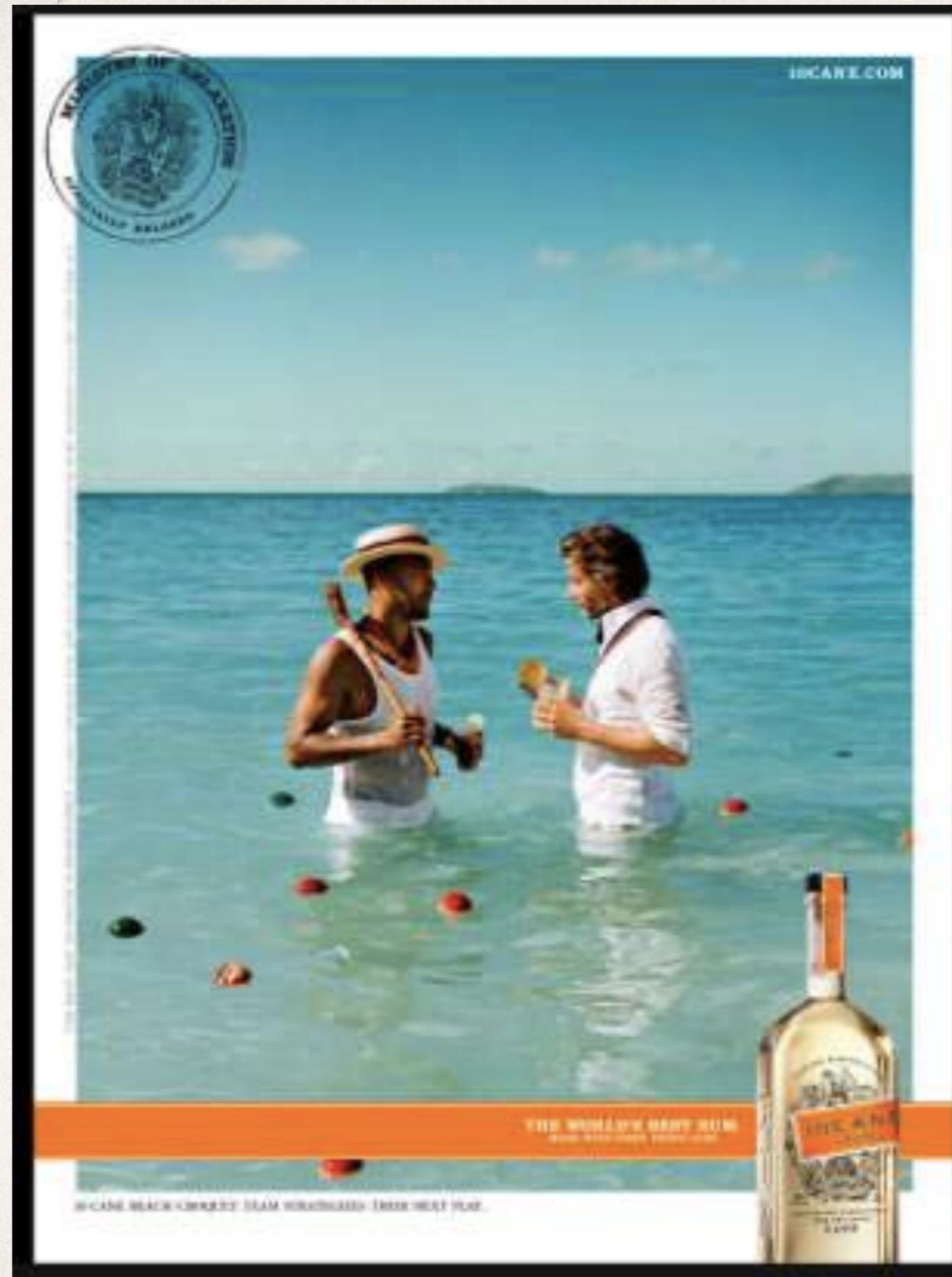
Link with driving and dangerous location
/ ocean side





❖ Dangerous activity / Dangerous location

Not a safe place to consume alcohol



9.8i

‘Marketing communications should not associate the consumption of alcohol with operating machinery, driving, any activity relating to water or heights, or any other occupation that requires concentration in order to be done safely.’



❖ Workplace drinking



Close to or suggesting access to water – dangerous location



❖ Alcohol linking to water



Direct link to the beach / water



MALFY GIN FROM ITALY

Safely proximate to water

Linking alcohol to working –
band practice

Premium
SWEDISH CIDER

sinibomb auctions siniboaks auctions

**FIND A THREE PIECE BAND
IN A FIVE FOOT SPACE
AND YOU'LL FIND**

KOPPARBERG

findkopparberg.com

enjoy kopparberg responsibly

Mags McLoughlin

Non-Alcohol Product Variants

(NAPV)

Non-Alcohol Product Variants

- 1) It should be very clear at the start and throughout a marketing communication that the product is non-alcoholic
 - a) There should be no scope for confusion over the product's content from the beginning so that consumers are able to easily identify that the product being advertised is a non-alcoholic product

NAPV & CopyClear

- ❖ It has been agreed that CopyClear will act in an advisory capacity with regard to NAPV
- ❖ NAPV brands do not require a CopyClear approval code
- ❖ NAPV brands are not required to use the CopyClear advisory service in any capacity.

NAPV & CopyClear

- ❖ The ASAI have advised that NAPV products / brands cannot be used to represent non-alcoholic beverages in relation to moderation (9.8a / 9.8b)
- ❖ NAPV assets cannot be repurposed to be used for an alcohol variant

Sponsorships

Clarification on Interplay with Alcohol Brand and Sponsorship advertising



Brand Advertising

1. Brand ads for alcohol products must comply with Section 9 of the ASAI Code.
2. There is no prohibition on including reference to Sponsorships in Brand communications. Indeed point (p)¹ in the ASAI Guidance Note on Alcohol Marketing Communications envisages a scenario where an advertisement mentioning/referring to a sponsorship might include product/product taglines; such elements would result in the advertising being categorised as alcohol marketing communications.
3. These communications must be compliant with Section 9 of the ASAI code.
4. Brand ads must not be repropoed as sponsorship. There should be no potential for confusion between brand communications and sponsorship communications, thematically, each campaign should be and look different.

Sponsorship Advertising by Alcohol Brands

5. The ASAI recognize that advertising that specifically relates to a Sponsorship are not subject to the full extent of Section 9 of the ASAI code.
6. The following criteria apply if communications are to be considered Sponsorship comms:
 - a) The Sponsorship must be clearly identified (the Brand does not need to be the only sponsor)
 - b) No product can be featured
 - c) No brand iconography can be featured
 - d) No brand strapline can be featured
 - e) Brand logo (of the event) can be featured
 - f) There should be no potential for confusion between brand communications and sponsorship communications, thematically, each campaign should be and look different.
 - g) Straplines, copy, imagery etc. cannot be replicated across Brand and Sponsorship comms
 - h) Sponsorship comms cannot be repurposed as Brand comms

¹ (p) There can be no product or product taglines in sponsorship / event marketing communications; such elements will result in the advertising being categorised as alcohol marketing communications.



SEAGRAM'S
**ROYAL
STAG**
MEGA
CRICKET

IT'S YOUR LIFE. MAKE IT LARGE.

GOD SAVE THE QUEEN

BE THERE WHEN INDIA TAKES ON ENGLAND ON THEIR HOME SOIL. TO PARTICIPATE SMS <STAG> TO 58088 OR LOG ON TO www.ROYALSTAG.INDIATIMES.COM, ANSWER A SIMPLE QUESTION AND GET A CHANCE TO FLY TO ENGLAND AND SEE THE MATCH LIVE. THERE ARE OTHER PRIZES TO BE WON TOO. CONDITIONS APPLY.

indiatimes.com

OFFICIAL GROUND PARTNER: INDIA VS ENGLAND, JUL 21 - SEP 16

Not Compliant - 'It's your life. MAKE IT LARGE' is a product tag line

The advertisement features the NBA logo on the left, which includes a silhouette of a basketball player and the letters "NBA". To the right of the logo is a blue circle, followed by the word "ULTRA" in large, bold, blue capital letters. Above "ULTRA" is the word "Michelob" in a blue cursive font. Below "ULTRA" is a red ribbon-like graphic. At the bottom of the white section, the text "Official Beer Sponsor of the NBA" is written in blue. On the right side of the advertisement, there is a photograph of a basketball player in a black jersey and yellow shorts, standing on a basketball court. The entire advertisement is framed by a dark border with a close button (X) in the top left and navigation arrows (left and right) in the top right.

Compliant - Sponsorship ad / no product / no brand tag line



ULTRA



WIN AN ULTRA NIGHT OUT

FLOOR TICKETS, MEET AND GREET WITH A ROCKETS LEGEND AND AN EXCLUSIVE POST GAME PARTY

POST TO SOCIAL MEDIA YOUR FAVORITE ROCKETS MOMENT WORTHY OF A CHEERS BETWEEN FEBRUARY 3 - MARCH 2, 2020 WITH

#DOITFORTHECHEERS, #SWEEPSTAKES

ON FACEBOOK, TWITTER OR INSTAGRAM OR REGISTER TO WIN AT WWW.ROCKETS.COM/MICHELOBULTRA



© 2020 Anheuser-Busch, Inc. All rights reserved. Michelob Ultra is a registered trademark of Anheuser-Busch, Inc. in the United States and other countries. 100% Natural. 100% Refreshing. 100% Michelob Ultra.

❖ Not compliant - contains product

CASTLE LAGER. UNITED BEHIND SOUTHERN AFRICAN FOOTBALL.

COSAFA CUP. NAMIBIA 2016.

It all comes together with a CASTLE.

716 x 556

❖ Not Compliant as brand or sponsorship ad - HOTHY's and alcohol

Bloggers, Influencers and Ambassadors

MARKETING COMMUNICATION

The ASAI logo is a dark green, circular seal with a scalloped edge. The letters "ASAI" are written in white, serif capital letters in the center of the seal.

“...includes, but is not limited to, **advertising**, as well as other techniques such as **promotions**, **sponsorships** and **direct marketing**, and should be **interpreted broadly** to mean any form of **communication** produced directly by, or on behalf of, advertisers intended primarily to **promote** products, to **influence** the behaviour of and/or to **inform** those to whom it is addressed....” Code Section 1.1(b)

When is 'content' considered to be marketing communications?

- ❖ Where an advertiser makes a **payment** and where the advertiser has **control** over the content - that is, the advertiser provides **direction** with regard to content

❖ *ASAI FAQ on Blogging, April 2018*

PAYMENT AND CONTROL

ASAI

Payment

- Compensation
- Cash
- Free product
- Free services
- Reciprocal
- Benefit in kind

Control

Obligation to create content with direction from a brand owner

SCOPE AND APPLICATION



Remit

All commercial
marketing
communications

SCOPE AND APPLICATION



Remit

All commercial
marketing
communications

In all media

SCOPE AND APPLICATION



Remit

**All commercial
marketing
communications**

In all media

**The rules are
indivisible**

What is the role, responsibility of the Influencer, Ambassador, Blogger, etc?

- ❖ The Blogger, etc. is effectively acting as a publisher and so must adhere to those responsibilities
- ❖ And so the Blogger, etc. must indicate to their readers what material is marketing communications

❖ *ASAI FAQ on Blogging, April 2018*

Bloggers, Ambassadors, Influencers - Approval Process

- ❖ All Bloggers, Ambassadors and Influencers must be separately submitted to CopyClear with approval sought for 'Influencer Acceptance'
- ❖ Background: Brands must provide background information on all submitted personalities - profession, career achievements, age, when retired (particularly for sports personalities), etc.

Bloggers, Ambassadors, Influencers - Approval Process

- ❖ Metrics: Brands must provide specific and objective metrics across all social media platforms to show that the suggested person is not a '*hero of the young*'. For example, what % of FB / Instagram / Twitter etc. followers are over the age of 18 years.
- ❖ An individual whose under 18 social media following is greater than 15% is likely to be considered as a '*hero / heroine of the young*'

Bloggers, Ambassadors, Influencers - Approval Process

- ❖ Context: Brands must provide context of activation - how the brand will be represented in the communication. Will the spokesperson mention / consume / engage with the brand etc.
- ❖ Full details are available in the CopyClear Footnotes

When must a # be used?

- ❖ If a Blogger is paid to attend an event, each post / photo etc. must carry a #
- ❖ If a Blogger is paid and shares a link for the blog post on their own social media channel, they must identify it as marketing communication
- ❖ If a Blogger is working with a brand, it needs to be clear from the beginning of the post or video that this is sponsored communication and the appropriate # used

Acceptable hashtags include:

- ❖ #ad
- ❖ #sp
- ❖ #spon
- ❖ #workwith
- ❖ #paidpartnership
- ❖ #brandambassador



Lynne Tracey



CopyClear

**ANNUAL
REPORT
2020**

What if you disagree with the
Managers' decision?

Appeals Process

- ❖ Collaborative and resolution focused
- ❖ Average of 1 – 2 appeals in last three years
- ❖ An independent Committee reviews the material in light of the ASAI code
- ❖ Approximately a two week process

Remember ...

- ❖ The process works best when it is collaborative
- ❖ Engage early and often – preferably at concept stage
- ❖ Use the Footnotes available on the CopyClear website
- ❖ Work approved for other markets is not automatically cleared to run in RoI
- ❖ Material approved by CopyClear is not automatically approved by media owners such as RTÉ, etc..

Also...

- ❖ A single piece of work may be submitted as many times as needed as amends are made.

And finally,

- ❖ We neither kill nor cure
- ❖ *We do not provide creative solutions or suggestions*

Any Questions?



We do like a good ad

❖ RIP Eoghan Nolan [1957 - 2021]

Any Questions?
