

CAP Services

CopyAdvice | Online Tools

Industry Presentations

Newsletters | Bespoke Seminars

Agency Training | Advice:am



01	Introduction
02	CopyAdvice
03	Online Tools
04	Industry Presentations
05	Newsletters
06	Bespoke Seminars
07	Agency Training
08	Advice:am
09	Contact us

The Advertising Codes are changing, with new rules coming into effect from 1 September 2010. Bring yourself up to speed with the current as well as the new CAP and BCAP Codes with the help of CAP Services.

Whatever your needs, CAP Services offer the most comprehensive set of advertising compliance training and advice solutions that will help you to:

- ✓ **Ensure ad campaigns stand out without breaking the rules**
- ✓ **Understand what is and isn't acceptable to the ASA**
- ✓ **Keep up-to-date with the latest developments and guidance in ad regulation**
- ✓ **Help avoid reputational and commercial damage that can come with an upheld ASA adjudication**

All advertising, wherever it appears, must be legal, decent, honest and truthful in line with the mandatory UK Code of Broadcast Advertising (BCAP Code) and the UK Code of Non-Broadcast Advertising, Sales Promotion and Direct Marketing (CAP Code). As well as writing and maintaining the rules, the Committee of Advertising Practice (CAP) also places great emphasis on the prevention of breaches and works to promote high compliance.

CAP Services are a range of bespoke advice, training events and online resources to help all practitioners stay on top of advertising regulation, the requirements of the CAP and BCAP Codes, and how those are interpreted by the ASA.

Read more to find the best solution for you, your client, or your company. If you can't see anything that suits your needs, then contact us at capservices@cap.org.uk to see how we can help.

CAP Services provided training and advice to industry contacts on over **47,000** occasions in 2009.

01	Introduction
02	CopyAdvice
03	Online Tools
04	Industry Presentations
05	Newsletters
06	Bespoke Seminars
07	Agency Training
08	Advice:am
09	Contact us

Copy Advice

Get non-broadcast ads right first time and avoid unwanted ASA scrutiny – make Copy Advice an early essential step in your creative process. Our online and bespoke services can help identify any contentious issues before you spend time and resources developing them.

Copy Advice is a fast, free, and confidential service for advertisers, agencies and media owners who want to check how their prospective non-broadcast ads or marketing communication concepts measure up against the UK Code of Non-broadcast Advertising, Sales Promotion and Direct Marketing (CAP Code).

How can Copy Advice help?

Our specialist advisers can pre-vet your advertising at any stage of your creative process, although it is highly recommended you contact us as early as possible to get your advertisement or campaign right first time. We can review and identify any potential issues that could result in complaints, adjudications, amendments or, ultimately, withdrawal of your advertisement – all of which could cost you time, money, and reputation. We'll then provide specific advice and suggest changes to help ensure these issues do not arise.

Where does the advice come from?

Copy Advice is provided by the body that writes the rules – the Committee of Advertising Practice. Copy Advice advisers are fully informed about complaints made to the ASA, their subsequent decisions, and how the ASA Council interprets the CAP Code.

How about TV and Radio?

Please refer to Clearcast and RACC for TV and Radio pre-clearance advice respectively.

www.clearcast.co.uk

www.racc.co.uk



How to use Copy Advice

Online Resources:
Visit www.copyadvice.org.uk for round-the-clock, convenient access to all the available resources on the CAP Code. Register your details to access the most comprehensive database of guidance on the Code, as well as case studies and helpful checklists.

Bespoke Advice:
Contact our specialist team of six advisers by phone or e-mail for the most informed view on the likely acceptability of your non-broadcast marketing communications under the CAP Code, and the likely evidence required to substantiate the claims.

Phone:
020 7492 2100

E-mail:
advice@cap.org.uk

Cost
Free.

More than **8,000** enquiries in 2009

97% of users say they'd come back to Copy Advice again to check their ads

94% would recommend Copy Advice to others

01	Introduction
02	CopyAdvice
03	Online Tools
04	Industry Presentations
05	Newsletters
06	Bespoke Seminars
07	Agency Training
08	Advice:am
09	Contact us

Online Tools

CAP Services Online Tools offer you the most comprehensive guidance on the requirements of the CAP and BCAP Codes. Register online to access all the available resources and to receive regular updates.

AdviceOnline

An extensive searchable database of advice to help marketers, agencies and media owners ensure their ads, sales promotions and direct marketing campaigns comply with the CAP Code.

There are some 437 entries that are updated following landmark ASA decisions so not surprisingly it is one of the most popular sections of our website, with nearly 22,000 visits in 2009.

How do I access AdviceOnline?

Register online to get access to the comprehensive AdviceOnline database at www.copyadvice.org.uk

Help Notes

Help Notes provide detailed guidance on the application of the CAP and BCAP Codes in specific sectors or on particular subjects.

A sample of the many topics covered:

- ✓ Viral advertising online
- ✓ Food and soft drink advertisements and children
- ✓ 'Free' claims
- ✓ Gambling
- ✓ Health, beauty and slimming products
- ✓ Utilities marketing
- ✓ Video games and film advertising
- ✓ Holiday insurance
- ✓ Mobile marketing
- ✓ No win no fee claims
- ✓ Religious offence

How do I access Help Notes?

For broadcast Help Notes please visit www.cap.org.uk

For non-broadcast Help Notes please visit www.copyadvice.org.uk



01	Introduction
02	CopyAdvice
03	Online Tools
04	Industry Presentations
05	Newsletters
06	Bespoke Seminars
07	Agency Training
08	Advice:am
09	Contact us

Industry Presentations

CAP executives regularly take part in external conferences and seminars to present, join panel debates or judge awards. If you'd like to include a regulatory perspective in one of your events, simply call us to discuss your requirements.

Tailored to your needs

We frequently receive requests from companies and other organisations for CAP to present at their offices or corporate events – we endeavour to support as many of those as possible, often inviting ASA specialists to provide a fuller picture.

Cost

As some invitations can impact on our limited resources, we need to consider these on a case-by-case basis and may charge a fee for events that require a significant time commitment.

To book

If you are interested in booking our staff for one of your events, please e-mail details of your requirements to our team at capervices@cap.org.uk.

In 2009 CAP and ASA representatives presented at 32 industry events.



- 01 Introduction
- 02 CopyAdvice
- 03 Online Tools
- 04 Industry Presentations
- 05 Newsletters
- 06 Bespoke Seminars
- 07 Agency Training
- 08 Advice:am
- 09 Contact us

Newsletters

CAP's regular e-newsletters are a convenient and timely reminder of key developments affecting advertising regulation.

Insight

This popular monthly newsletter is full of practical tips and views from the Copy Advice team on the changes to, and application of the CAP Code. It is also a great way to keep up to date with forthcoming training seminars and key events.

Insight already has a fast growing subscriber base of more than 2,300 practitioners.

[View the latest edition of Insight.](#)

[Sign up at copyadvice.org.uk](http://copyadvice.org.uk)

Update

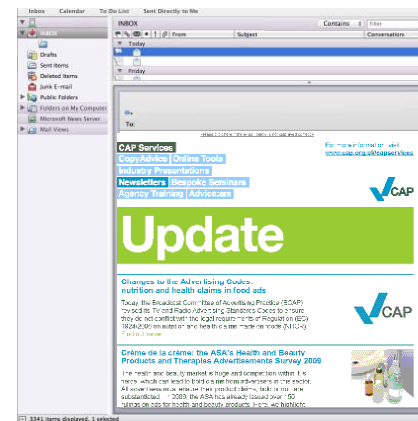
A quarterly e-newsletter, Update covers both broadcast and non-broadcast news and advice. It informs industry members of important developments in ad regulation, ground-breaking ASA adjudications and key external factors that impact on the rules.

With nearly 7,000 subscribers, it is essential reading for a wide cross-section of stakeholders in advertising.

[View the latest edition of Update.](#)

[Sign up at www.cap.org.uk](http://www.cap.org.uk)

Keeping up to date with key developments in ad regulation can help avoid consumer or competitor ASA scrutiny.



01	Introduction
02	CopyAdvice
03	Online Tools
04	Industry Presentations
05	Newsletters
06	Bespoke Seminars
07	Agency Training
08	Advice:am
09	Contact us

Bespoke Seminars

CAP supports the industry's commitment to advertising responsibly and helps to boost compliance by providing bespoke training and advice to companies, often in cooperation with the ASA.

Who should attend?

Our Bespoke Seminars offer one-to-one time with CAP and ASA executives in a non-competitive environment for those companies wishing to improve their understanding of the Advertising Codes and how the rules are interpreted.

Expert tailored advice

Executives from every part of the advertising regulatory system will tailor the seminar agenda to the specific needs of your brand or business. There is also an opportunity for companies to tell CAP and ASA executives about their plans and how they develop their claims.

These unique seminars are resource intensive but we welcome the initiative of businesses that are keen to improve their compliance and train their staff, agencies and advisers through a dedicated session.

Size of seminars

The number of participants can vary from company to company but we can accommodate groups of up to 40 people.

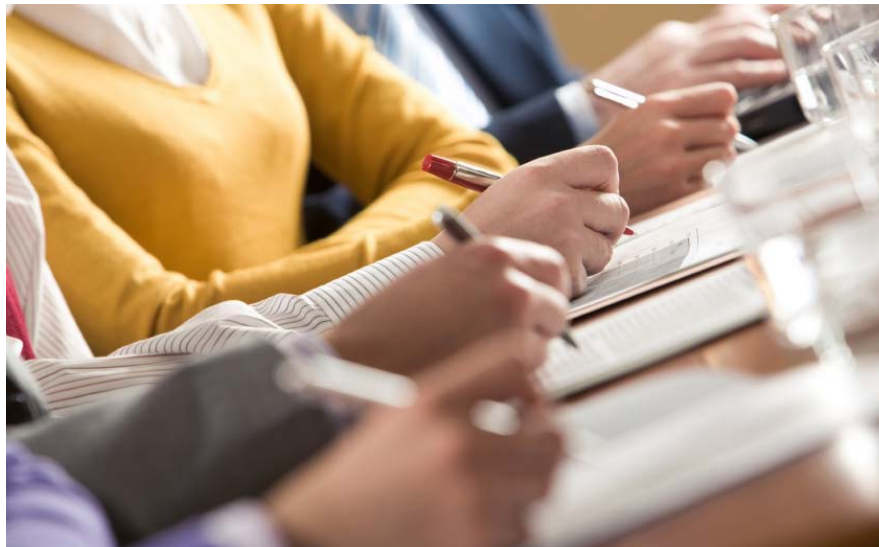
Cost

£500 (plus VAT) per seminar.

To book

Please contact our events team at capservices@cap.org.uk or call 020 7492 2222.

Executives from every part of the advertising regulatory system will tailor the seminar agenda to the specific needs of your brand or business.



01	Introduction
02	CopyAdvice
03	Online Tools
04	Industry Presentations
05	Newsletters
06	Bespoke Seminars
07	Agency Training
08	Advice:am
09	Contact us

Agency Training

Through our partnership with the Institute of Practitioners in Advertising (IPA), CAP provides training for new agency employees embarking on a career in advertising.

Why should new starters attend?

Advertising professionals must demonstrate high levels of professional competence in the eyes of their peers, clients and suppliers. This is a particularly important requirement for the IPA agencies as they commit to upholding the industry's legal, regulatory and ethical standards as a condition of their membership. CAP supports this commitment by providing training for newcomers to IPA agencies, including their graduate starters, on the UK advertising regulatory system, the requirements of the mandatory CAP and BCAP Codes, and how those are applied by the ASA as the independent regulator.

What is covered?

- ✓ Breakfast and registration from 9.00am
- ✓ Introduction from senior agency representative
- ✓ ASA and CAP presenters provide an overview of how advertising is regulated, the role of the industry and the Codes
- ✓ Speakers from Clearcast and the RACC talk about the role of the pre-clearance bodies and how they work with ASA/CAP
- ✓ Lively workshop session, with plenty of case studies, to discuss advertising and the issues they raise
- ✓ Training finishes at 1.00pm.

When

These annual seminars are held in October at the ASA and CAP offices in Central London.

Cost

Free.

To book places

Please contact our events team at capservices@cap.org.uk or call 020 7492 2222.

“One of the reasons why the UK has the world’s best self-regulatory system with over 95% Code compliance is that we put such a strong emphasis on preventing breaches in the first place. We do this by educating and training practitioners; this is why the CAP and ASA training seminars for new recruits in collaboration with the IPA are so important.”

Hamish Pringle
Director General, IPA

An early awareness of the rules is therefore essential for all agency professionals in order to add value to clients as well as the reputation of your company. The amendment or withdrawal of an ad by the ASA can not only cost considerable production or media spend, but it can also lead to reputational damage through negative publicity. Campaigns that have had a complaint upheld against them by the ASA are prevented from entering any of the major industry awards.



01	Introduction
02	CopyAdvice
03	Online Tools
04	Industry Presentations
05	Newsletters
06	Bespoke Seminars
07	Agency Training
08	Advice:am
09	Contact us

Continual training of advertising, marketing and compliance professionals is essential for ensuring ads comply with the Advertising Codes and to help avoid potentially costly issues, including the withdrawal of a campaign.

Advice:am

CAP and the ASA jointly run the highly popular Advice:am advertising claims master classes designed to give an inside track to the regulatory system and the relevant rules of the CAP and BCAP Codes to help companies get the most out of their campaigns.

Advice:am seminars last for 2-3 hours and offer two types of events:

Insider's Guide

Insider's Guide seminars provide an introduction to the advertising regulatory system, the general principles of the Codes and the resources at the industry's disposal.

Guest speakers from Clearcast and the RACC, the UK pre-clearance bodies for TV and radio ads respectively, provide the full perspective for advertising compliance. The use of case studies from different media and sectors bring the rules to life and the seminar allows plenty of opportunity for discussion as well as a chance to meet key ASA and CAP staff.

Highly recommended for

All marketing, compliance, communications and agency personnel who have a role in commissioning, overseeing or developing marketing communications.

Cost

Free

Specialist Advice:am

These specialist seminars go into detail about specific sectors, key issues, the rules, available guidance, and relevant case studies as well providing general information about the regulatory system and how advertisers can work with CAP and the ASA.

Depending on the subject, we often have an external guest speaker or a diverse panel for the question and answer session.

Highly recommended for

Advertising, marketing, compliance, communications and legal practitioners working in the specific sector.

Cost

£150 (plus VAT) – discounts are available for group bookings of four or more delegates

How to book

Advice:am seminars are extremely popular so reserve your place early. With our online booking system it couldn't be easier to secure your place on a course – just follow the link to our [2010 Programme](#). For updates on forthcoming events, please subscribe online.

If you'd like to propose a seminar topic or have a general query, please contact our events team at capservices@cap.org.uk.



01	Introduction
02	CopyAdvice
03	Online Tools
04	Industry Presentations
05	Newsletters
06	Bespoke Seminars
07	Agency Training
08	Advice:am
09	Contact us

Contact us

To discuss your specific needs and to find the best solution for your company, please call us on 020 7492 2222, or e-mail capervices@cap.org.uk.

For more information about advertising regulation please visit: www.cap.org.uk and www.asa.org.uk