RTÉ Ad Clearance Portal Guide

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1.Registration Instructions

Welcome to the RTÉ Ad Clearance System

You are required to register for the use of this portal.
Data entered during registration must be accurate and up to date. Inaccurate information entered during the registration process may result in deactivation.

- The first registered person will automatically become the "administrator" of the company, who then will have the opportunity to create further company users, including users with administrator privileges
- There is no limit on the number of users that can be created within the supplier organisation
- Provide accurate and up-to-date personal information, such as your name, address, and contact details
- Use a strong and unique password, and avoid using the same password for multiple accounts

To setup of the agency for the first time you need to go to the **RTÉ Ad Clearance Homepage** to register your agency.
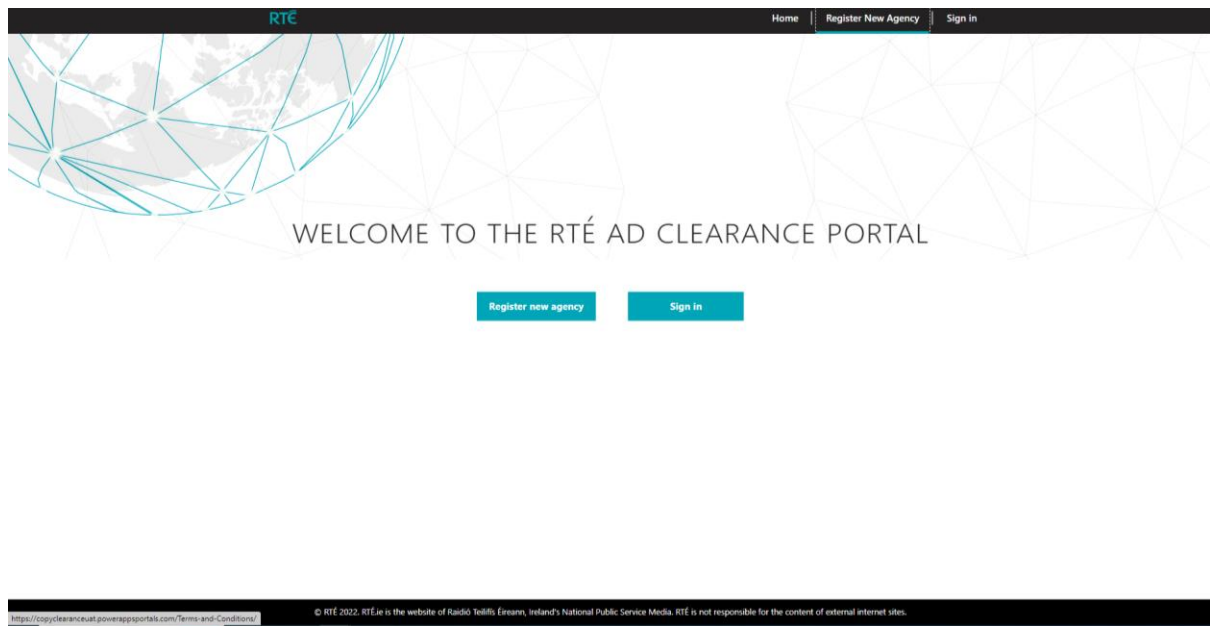
The Homepage can be found at : https://rtecopyclearance.powerappsportals.com

Here you will find the link to the RTÉ Adclearance Portal and 'How to@ Videos of the system

On your first visit to the Homepage the following options appear:

- Home- Register New Agency
- Sign In

Fig RTÉ Ad Clearance Homepage

First Time Users should select 'Register New Agency'

Select register new agency upon doing so you will be asked to agree to the RTÉ privacy policy term on terms and conditions.

NOTE You cannot Click to accept until you have read the document

Fig Accept Terms and Conditions

You will be taken to a page where you register your details.

Each field marked with '*' is a mandatory field.

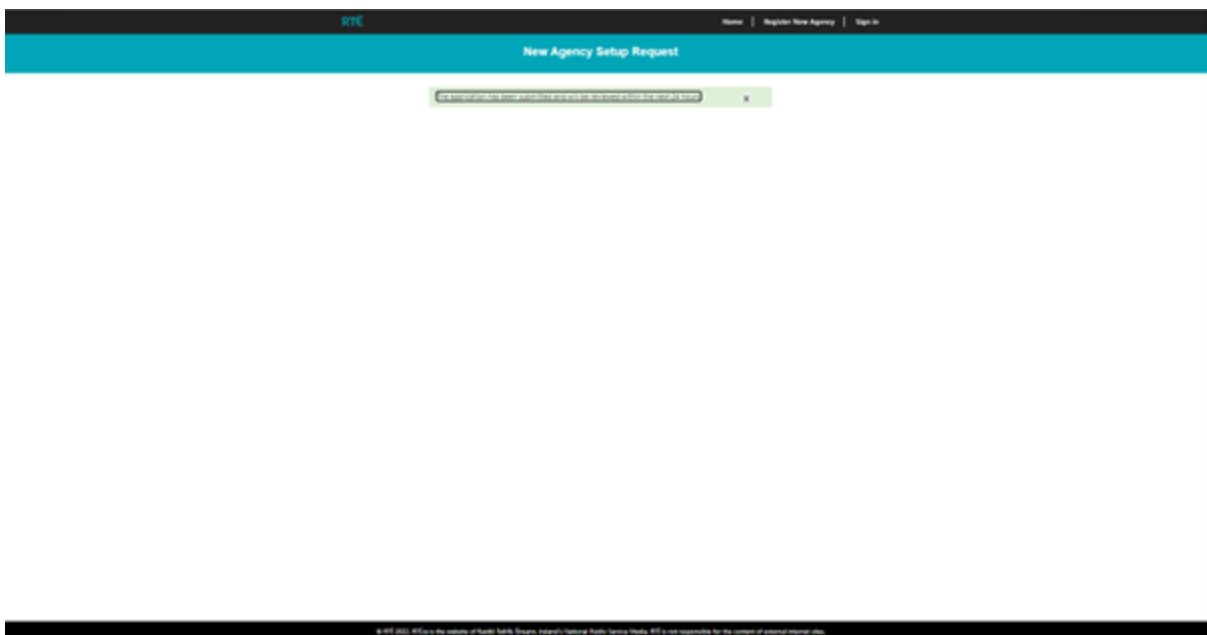Once you have completed the form, click 'Submit'.

Fig Registration Form

Fig Submit Registration
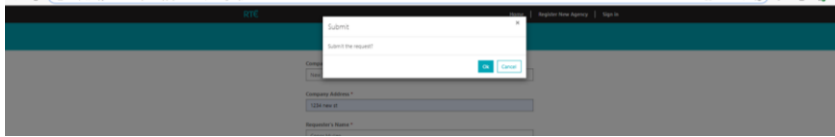
A pop-up notification will appear to say you will be notified within 24 hours of registering.

Fig Registration Acknowledgement

Completing Registration

You will receive an invitation via email to log into the portal and complete your registration with username and password to your email address.

Click on Invitation Link to complete

Fig Invitation to Portal (email)

Invitation to the RTE portal CRM:00185

N NoReply-CopyClearanceUAT

16:33

You have been invited to our portal. To redeem your invitation, please click the link below

Invitation Link

Welcome to the RTÉ Ad Clearance System

All marketing communications should be legal, decent, honest and truthful and should not mislead the consumer.

All marketing communications should conform to the principles of fair competition as generally accepted in business.

Prior to going to air, all Radio and Television advertisements airing on RTÉ must first be cleared for broadcast by The RTÉ internal Copy Clearance Committee.

In the workings of this Committee, RTÉ seeks to exercise its discretion as to what advertisements it can accept in a timely, reasonable and consistent manner

Things to remember:

- Please ensure your have substantiation to any claims make in you :opy
- We abide by the Broadcasting Authority of Ireland General Commercial Communication Code and uphold the rulings and guidelines of the Association of Advertisers in Ireland Code of Standards for Advertising and Marketing Communications in Ireland.
- Within this, RTÉ also derives its own guidelines and policies to ensure adherence to commercial communications, within the appropriateness of RTÉ's media services and its association with its audience
- When submitting your final copy that you have a clock number with your final copy

Please note Clearcast or RACC Clearance does not cover RTÉ Radio or Television stations.

Regards,
Portal Team

Fig Register
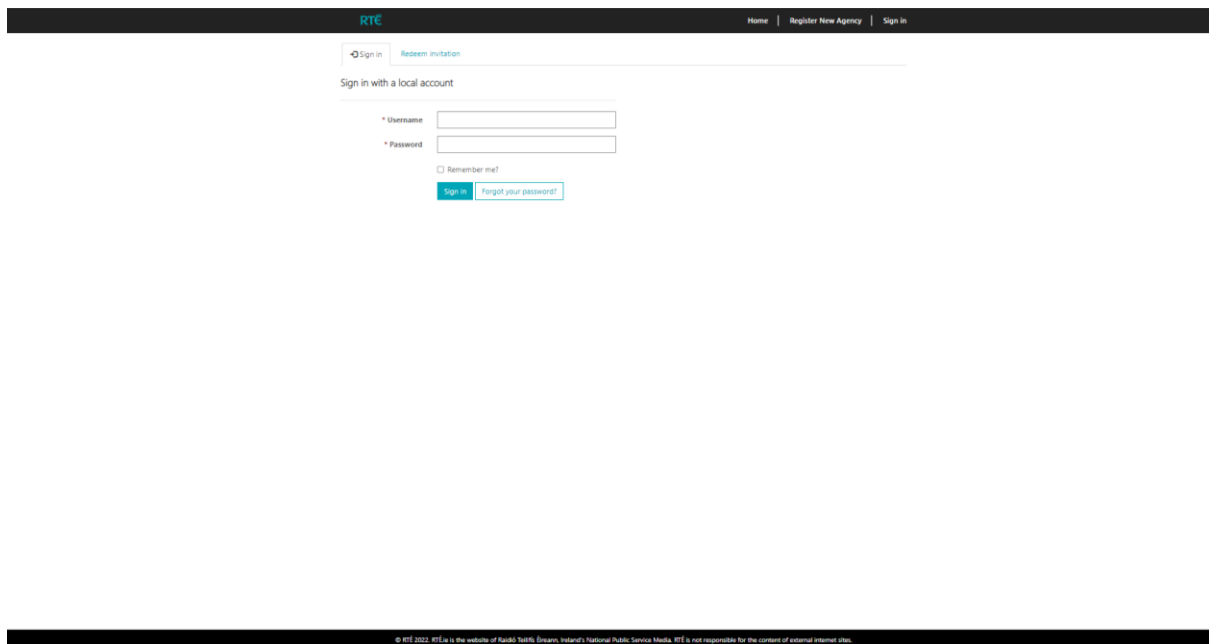
Sign In

Upon sign in, you will be prompted to login with your username and password you used to set up your account.
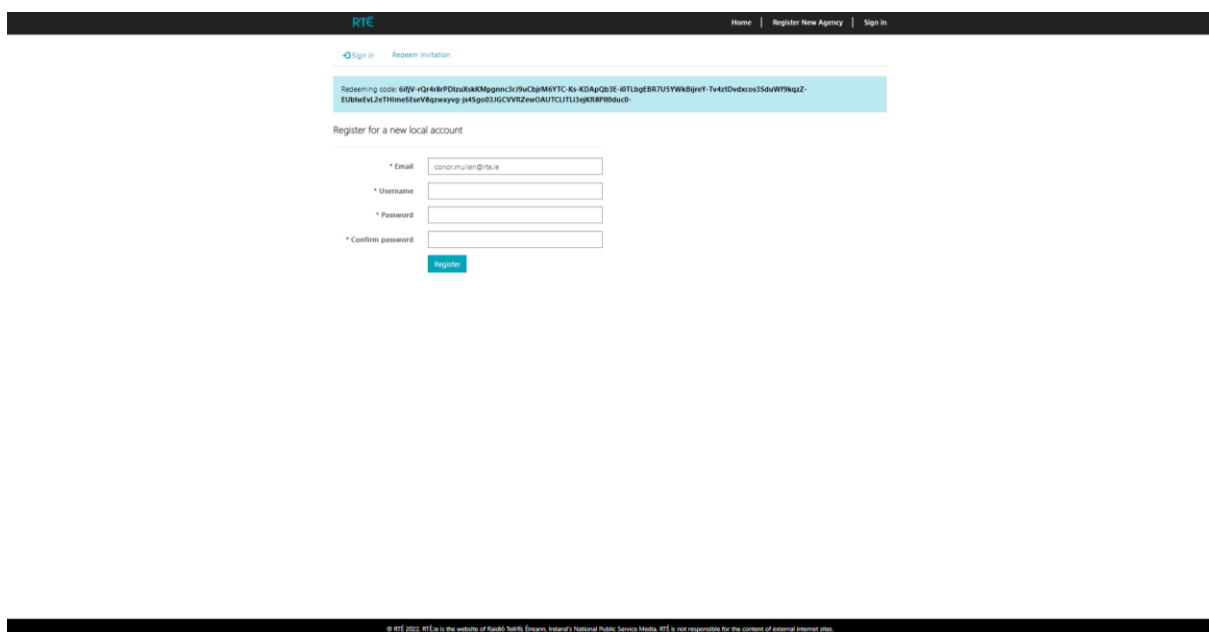
Fig Sign in Page

Fig Registration Completion

On Registration Completion – you will be asked to agree to the Terms and Conditions again, as an agency user.

You will then be brought to your new profile page which you can confirm and update.

Once you have set your password, you will receive a confirmation by email.
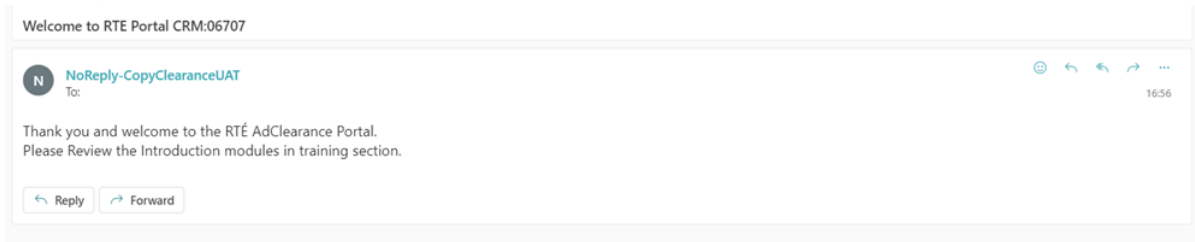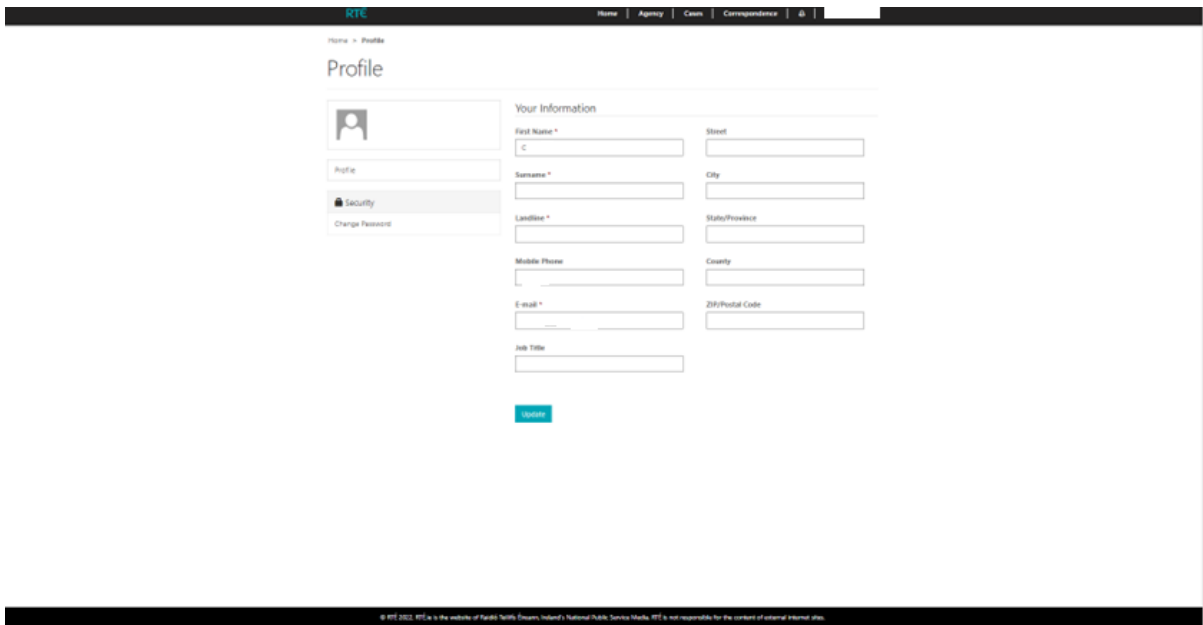
Fig Confirmation email

Fig Profile Page

2. Agency Set Up

In this section, you will learn

- How to set up your agency
  - Complete agency profile
- Add additional contacts
- Remove/Deactivate contacts

In setting up the company admin that can be a different name or it can be your own name as you set it up.

Setting Up Agency Contacts

On the Agency Profile Page, you can add further detail to your account and add new contacts for your agency
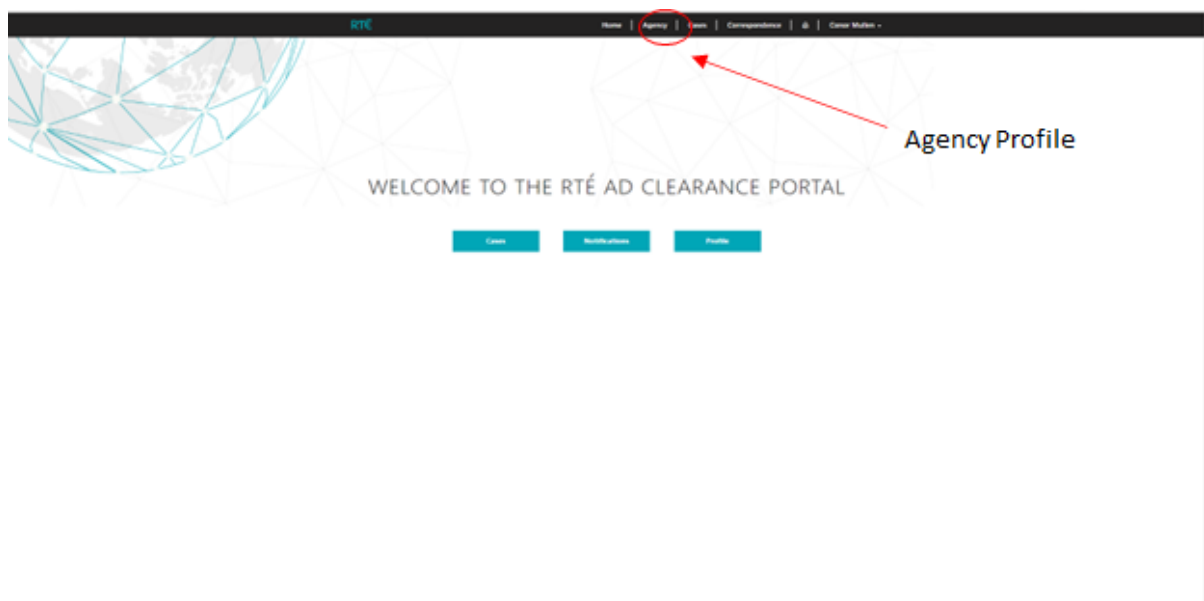
Fig Selecting Agency Details

Fig Agency Profile Page

Fig Set Up Additional Contacts

The new user set up will receive an 'Invitation to Portal' email and should follow the set-up steps listed above to register to the portal.

Deactivating A Contact

Fig Contact Selection

By clicking on the User Contact within the 'Agency Profile', you can edit that Contact details or deactivate that contact.
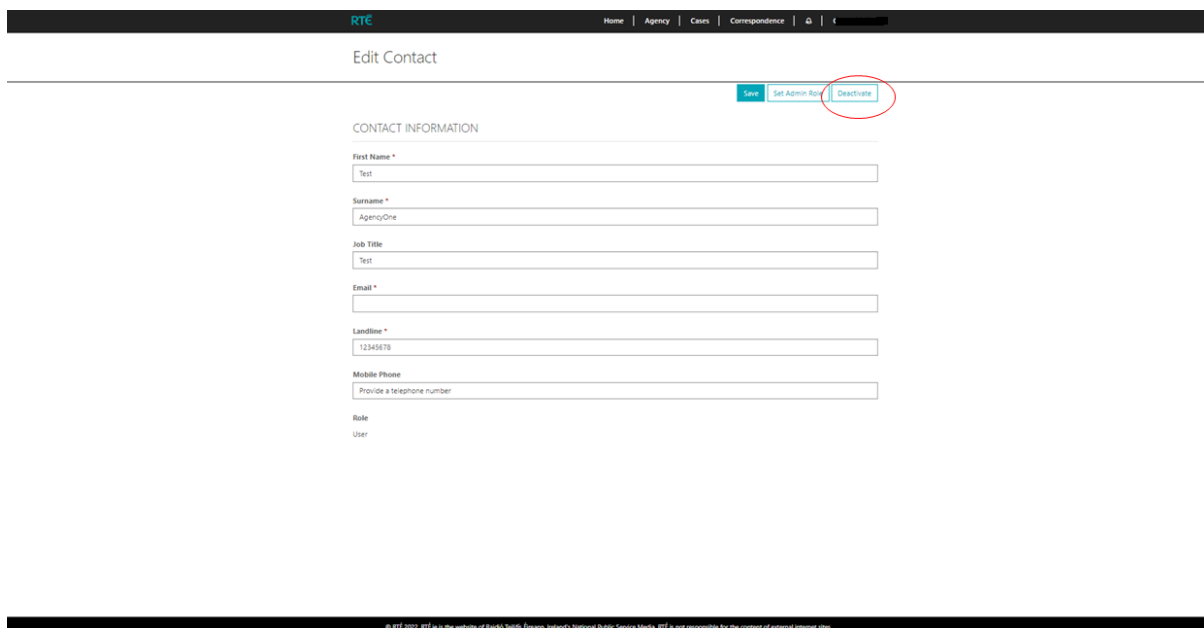
Fig Deactivate Contact

By clicking on Deactivate, that contact will no longer have access to the portal.

Creating a Case

In this section, you will learn

- How to create a new case
  - Select the assorted options available
- Manage Correspondence
- Manage Notifications

1. Log into the RTÉ Adclearance Portal
2. Click on Cases
3. Click Create Case

Fig Create Case

Fig Case Dropdown

Each of these cases show the contact who has set it up with the advertiser is the date it was received the product name the length of the ad and the stage status of the case.

To create a new case, click on the button 'Create'.

A new page will pop up and you must fill in all mandatory fields – these are marked with an asterisk.

Some menus have drop down menus such as 'source type'-

- this will highlight drop-down areas such as MP4, script, storyboards, or WAV files etc.
- You can select multiple source types of the length of the creator must be added clock

Each campaign type has a drop-down menu covering podcast airtime sponsorship pre rolls etc.

Fig Campaign Type

Other drop-down menus include:

- 'Media type' select one of each either player, podcast, radio, teleshopping, TV or VOD
    - this is to ensure that the correct case goes against the correct creative for the correct medium.
- Duration – duration in seconds of creative
- Advertiser – name of advertiser
- Product Name – name of product being advertised
- Commercial Title

CCCI Code

- This is for the CCCI for alcohol products

Description

- This is a free form field for any description you wish to add

Fig Media Type

Fig Duration

Once the fields are completed you can save the file the bottom of the bottom of the page

When the case is saved it becomes a draft as opposed to a new case this allows you to review the case before submission finally submission it to RTE

- Files can still be attached but no more no greater size than 50 megabytes at one time
- There is a free-form comment field that allows you to enter any correspondence you feel necessary that may aid in the clearance of the submission go stop your car at the bottom of the page you can see a field that says related cases this allows you to tie particular cases together should you wish. This is covered in Duplicate Case and Create Child Case sections.

Once the case is submitted to RTÉ no other changes are allowed other than

- adding in new comments
- additional files

Correspondence And Notifications

Communications about your case can be found under Correspondence and Notifications on the portal home page**.**

Correspondence

Correspondence is related to the specific case you are working on. You can use the Correspondence for:

- Correspondence between you and the RTÉ Ad Clearance Team
- Updating the case with particulars to the case
    - o E.g., queries, notes etc.

Here you may be requested

- For substantiation
- Further information
- Queries relating to your case

*Note: All correspondence is kept here for your records

Substantiation

In some cases you may be asked to substantiate claims made.

In these instances, you will receive a request from the Clearance Team and you can attach files to the case in the file section and add your comments in the correspondence section.

CCCI

All alcohol marketing must be approved by Copyclear and have a CCCI code associated with it prior to broadcast. You can place the CCCI code in the field marked CCCI.

Fig Correspondence

Drop Down Menu

Correspondence

Notifications

Any new notifications can be found under notifications, these include

- Changes to case status
- Action needed
- Update to case

*Note: Once these are clicked as read, the notification will disappear
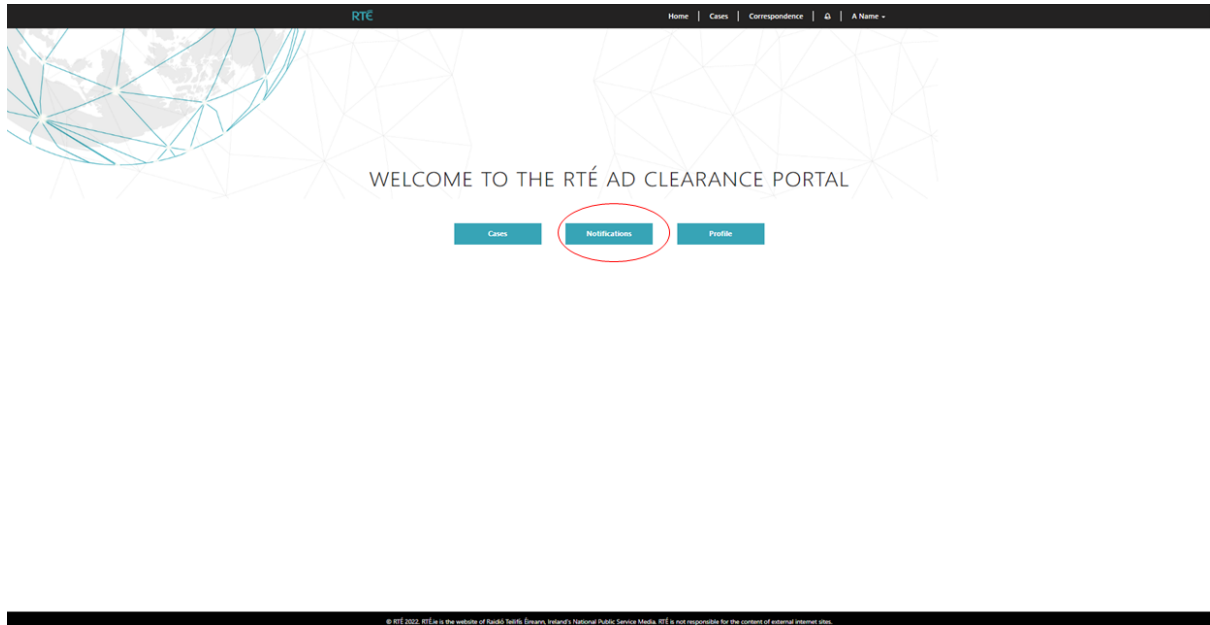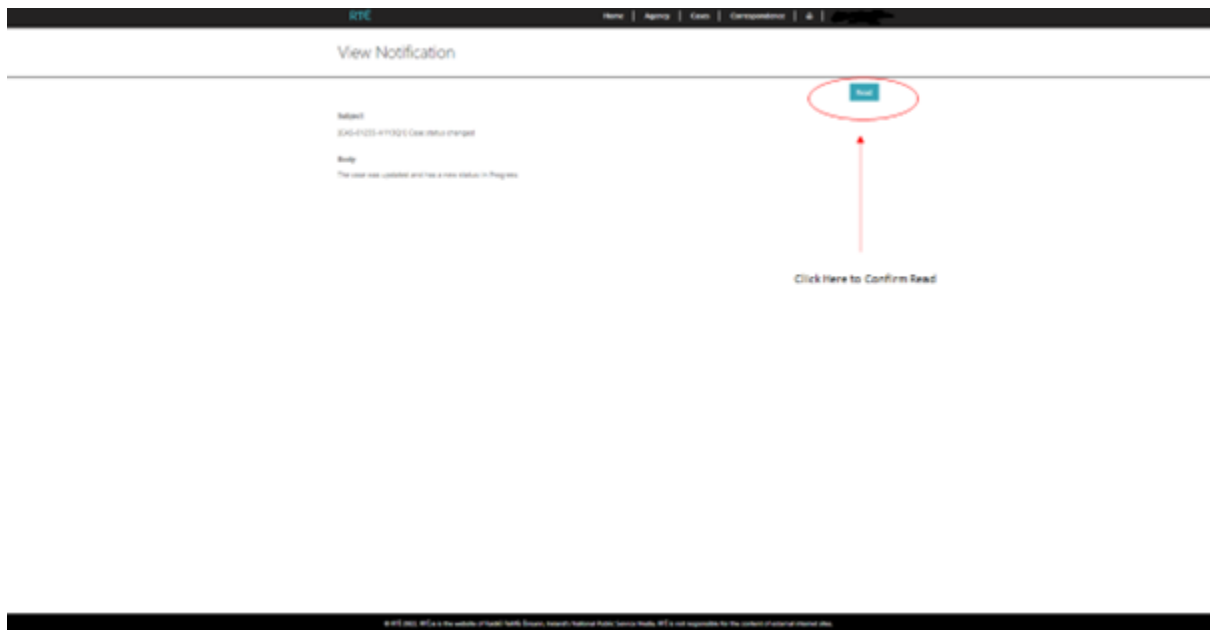
Fig Notifications

Fig Notifications Read

Case Finalized

When your case is approved, you will receive both a notification in your portal and as an email.

If there are any conditions or restrictions, this will be highlighted in the note.

Fig. Finalization email

Your case has been finalized.

Case Number: CAS-01206-P5H5K3
Decision: Approved with restriction(s)
Restrictions: Restricted on all RTÉ Radio Stations from airing between 6am - 10am daily - Family Time, Restricted on 2fm to airing post 9pm only
Advertiser: JohnnyG Wines
Product Name: Sweet Merlot
Commercial Title: A little bit of red
Campaign Type: Airtime
Media Type: Radio
Source: Script
Is this copy running to air on RTÉ: Yes
Clock Number:
Job Number:
CCCI Code: RW12345 added by denise

Creating a Duplicate Case

In this section you will learn

-   How to create an additional to case to one already created
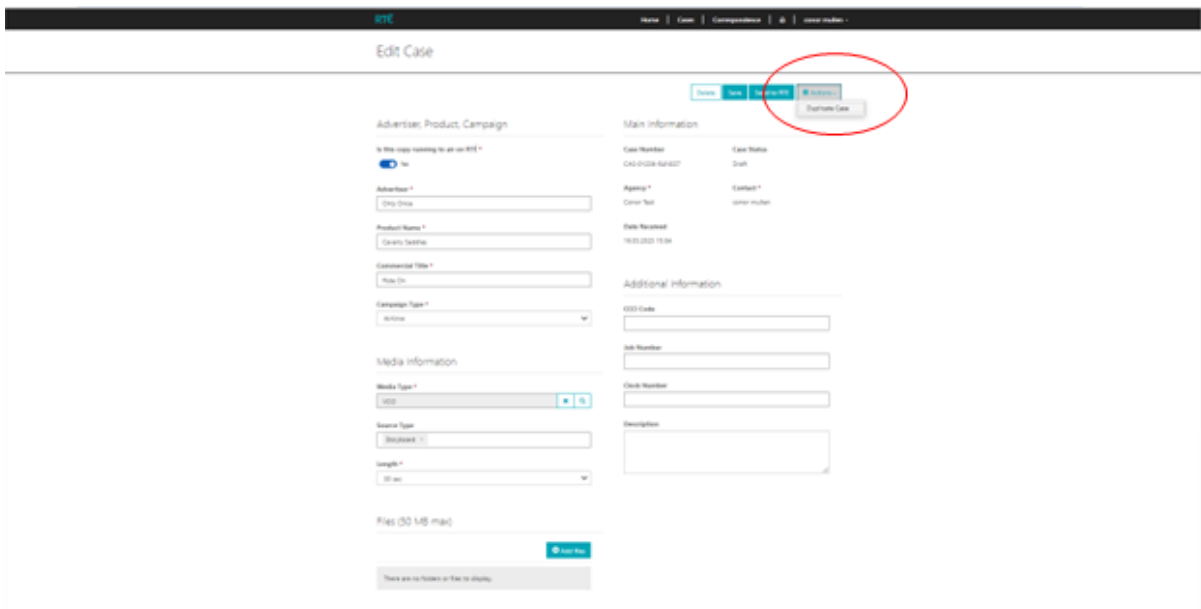
Within an existing case you have the opportunity to create a child case or create a duplicate case this exists in the actions dropdown menu on the main case file under edit case the purpose of this is to
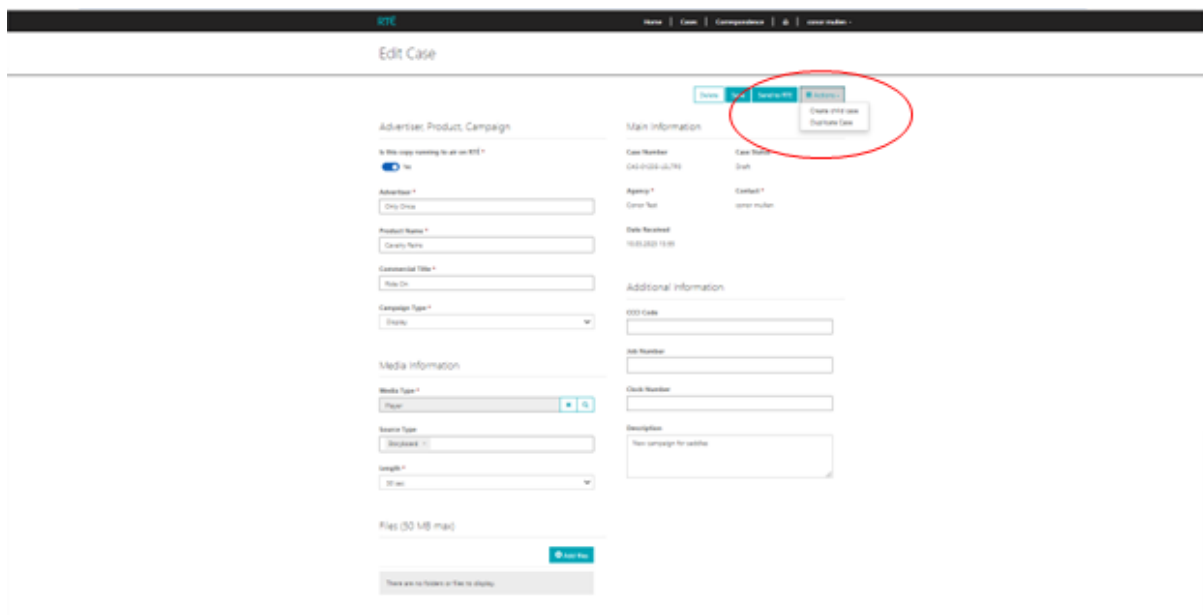
allow you to speedily create another case of a similar manner in terms of duplicate case or to link cases to each other where you would create a child case.

Creating a duplicate case you were able to create a duplicate for all cases except for where a case has been deleted Unclicking actions select a duplicate case the confirmation button will pop up to accept this just click accept once you go into draft cases and new case will have been created under the same name and title have the case you just went **into.**

- This essentially is a new case with prefilled fields in it to allow you to speedily set up another new case.

Creating a Child Case

The create child case facility allows you to set up another case that is tied to an original campaign this could be from multiple cuts on multiple media of a new campaign part updates to an existing company.

You need to go into cases click on any case except for deleted case click on actions and select create child case Creating a child from an existing case then sets up the relationship of parent case of the original and the child case of the new case.

If you go into the parent case, scroll to the bottom, you can see under related cases the new case that you have created.

- o Under related cases you can see the new case number you can see whether it is an apparent case or not and you can see the related parent case number when you were in the child case you were able to add it and add new details to that case and that will be related to the parent case from there on in can you make.
- o Under the parent case you can see new child cases
    - Each with their own individual case numbers
    - Each can be edited and updated in all mandatory fields but will still be related to the main 'parent' case
- o The relationship between cases is highlighted at the bottom of the case

Fig. List of Child Cases