

RTÉ Policy on Clashing

RTÉ policy on clashing is as follows:

1. It is a 'gentleman's' agreement' and not covered by legislation, code or contracts
2. Clashes should only take place at product level and not at Advertiser level

For example: Coca Cola clashes with Pepsi but not with milk or coffee even if it could be argued that they are all drinks and all could be substituted for each other. Similarly, biscuits or crisps do not clash with chocolate bars although all could be considered to be snacks.

What this means is that in the Telecoms Sector – Broadband Clashes with Broadband, Mobile Phone with Mobile Phone and Landline with Landline. Clashes should not be at Brand level i.e. Vodafone Broadband clashing with Meteor Mobile Phone etc.

Going forward we will continue with the current policy on clashing at product level with the proviso that in the case of a mobile service provider the 'product' is the mobile service provided.

Handset manufacturers will continue to clash with each other and will not clash with mobile service providers, even if the mobile service provider is promoting handsets.

With regard to the Insurance Category – the following is the list of categories under which insurance products can be classified.

Insurance Categories will be as follows:

- General Insurance – Brand or more than one product being advertised
- Insurance Brokers
- Health Insurance
- Motor Insurance
- Home Insurance

None of these Products will clash with each other.

To ensure that this operates successfully, it is vital that RTÉ is supplied, at booking stage, with accurate information with regard to what product is being advertised, as per the list above.

Where a client enters into different markets, the onus is on the client or the agent to inform RTÉ well in advance and make any requests in relation to their new product offering.

Our clash policy is in the interest of both clients and RTÉ and is an essential part of the efficient management of the business overall.

That policy applies to all product categories.

Please Note: Applicable to TV and Radio Only