Copy Approval Guidelines

If you are enquiring about copy approval for a Specialist / National Agency booking, please contact Postingprep@global.com

Alternatively, if you are enquiring about a Direct / Local Agency booking, please contact LocalDirectCS@global.com

With Global you are engaging with your customer both on public transport networks and within a highly public environment. As these sites attract consumers of all ages, ethnicity and backgrounds we have a responsibility to our franchise partners and consumers to ensure the copy is appropriate, meets the requirements of the UK Code of Advertising, Sales Promotion and Direct Marketing (the CAP Code) and adheres to the requirements of our franchise partners. From a CAP perspective, it’s an untargeted medium.

If you have any concerns when preparing your copy, the Committee of Advertising Practice (CAP) Copy Advice team offer free, fast and confidential advice. It’s available over the telephone, 020 7492 2100, or via the ASA and CAP website at www.asa.org.uk. Their website has a regularly updated database of advice on the rules. The CAP Code includes rules against misleading advertising in general as well as specific stions in relation to particular sectors of advertising such as Alcohol, Food and food supplements and Sales Promotions.

In addition to the CAP Code and our guidelines, we need to employ extra caveats across our inventory to ensure we meet the expectations of our franchise partners.

These additional guidelines are in place to help you and your teams ensure that no additional costs for reprinting, unapproved advertisements or re-supplying digital activity are incurred and that there is no delay in delivery of the campaign.

To enable Global to provide posting accountability all posters supplied for display on buses must include the Bar Code supplied by Global.

Specific social incidents and changes in the law can affect the approval process throughout the year and it is possible that an advertisement approved in the past may not now be considered acceptable.

If you are in any way unsure about any copy and some of the small nuances within the copy regulations please send the creative through to your customer service team and we will ensure it is dealt with swiftly. Copy concepts can also be reviewed at the very early stages to ensure that the creative is in line with our guidelines.

Current guidelines exclude the use of the following:

- Nudity, sexual imagery, violence, drugs, excessive blood. There are some exceptions and nuances but all copy featuring these images will need to be checked.
- As a matter of course we are required to pass all creative that contains people in underwear or swimwear to CAP and then onto our Franchise Partner for final approval, this may add a few days to the copy approval process
- All swearing even with **** in place of all or certain letters
- Copy which pokes fun or intimate's negative feelings towards our Franchise partners and their services or advertises their competitors.
- Franchise Partners will not accept “No Win No Fee” type advertising which would include things such as “Personal Injury” claims.
- Copy which uses our franchise partners logos, name or could infringe on their IPR rights (unless prior permission has been sought).
- The Advertisement may adversely affect in any way the interests of the site owner.
- Alcohol - on Stagecoach Buses & Trams and Weapons - on Travel West Midlands
- As a matter of course we are required to pass all images that contain weapons, or part of weapons, to CAP and then onto our Franchise Partner for final approval, this may add a few days to the copy approval process.
- Images should not depict direct or immediate violence to anyone shown in the creative or anyone looking at the creative.
- Men, women or children as sex objects or depict or refer to indecency or obscenity.
- Creative likely to offend the general travelling public, or depict or offend ethnic, religious or other major groups.
- Featuring a person shown/ perceived to be shown in an overtly sexual way or position.
- The amount of breast/bottom featured should not be ‘gratuitous’.
- Films which have not been granted permission for public exhibition or which do not show the required certificate, except when the name of the cinema is not shown.
- Films carrying an 18 certificate must also carry the Advertising Viewing Committee (AVC) Logo. Global representatives sit on the AVC panel to look specifically at approval of 18 Certificate posters.
- Activity depicting fire and explosions need to be scrutinised for suitability on the London Underground. In the light of the King’s Cross fire and events of July 7th 2005, certain posters may not be posted in or around the affected stations. It is worth noting that serious incidents that may take place on the network during the year could influence the placement of advertisements within general distribution or specific packs.
- Activity carrying wording that may be perceived as offensive. Any sexual words swear words or similar, even if they are slang and are part of the title of a product or release, need to be cleared. This includes quotes from other sources.
- Activity that utilises graffiti style writing or designed to give the impression that the poster has been defaced or torn as this is detrimental to the appearance of the estate. This also includes the urban writing that some record companies employ within album titles or artists name.
- If the advertisement does not comply with the law or incites someone to break the law.
- It promotes (directly or indirectly) food or non-alcoholic drink which is high in fat, salt and/or sugar (“HFSS” products), according to the Nutrient Profiling Model managed by Public Health England.

**Restricted Categories:**
- We are required to submit all creatives for e-cigarettes & CBD products to CAP and then the relevant Franchise Partner before being able to give approval. Please note, not all Franchise Partners accept e-cigarette or CBD product advertising.
- We are required to submit all creatives for political advertising to the relevant Franchise Partner before being able to give approval. Please note, not all Franchise Partners accept political advertising.
- The use of QR codes is prohibited across most formats due to health & safety, therefore clarity/permission must be sought prior to inclusion.
- The following categories will not be advertised on fixed assets within 100 metres of schools:
  - Alcohol
  - HFSS products
  - Gambling/Betting/Gaming

**Digital Copy**
Below are additional copy guidelines for digital copy on London Underground across all formats. As well as taking consideration of the above for the traditional inventory we need to ensure the following:
- Visuals do not disorientate the viewing public with fast paced images, flashing lights or aggressive behaviour. (Copy will need to have passed Harding’s test for flash and flicker)
• Care needs to be taken with fire and explosive images
• There is no watershed
• All digital copy must be supplied early for approval to avoid any delay in transmission.

We continue to work closely with TfL and all our franchise partners in putting forward our clients’ creative cases and work hard to deliver approval for your copy. We have an experienced copy approval team in place within Global to help guide you through all the stages.

Global must refer all copy to TfL that includes references/images of the following:

• Weapons, (guns, knives, swords etc.)
• Immediate violence shown towards those in the advert.
• Nudity, (men and women, both lingerie and swimwear)
• Potential body image issues e.g. ads featuring unreasonable images of men and women e.g. too thin, overly sexualised. Also, ads featuring products such as Cosmetic Surgery, hair restoration treatments, food and protein supplements
• Religious references, (crucifix, possessions etc.)
• Political, (political causes, lobbying etc.).
• Gambling
• Potential offensive cultural symbols (example a swastika)
• Cryptocurrencies (bitcoin)

Global must refer all copy to TfL that could affect Landlords Interest:

• Graffiti
• References to TfL and the Mayor
• TfL information sourcing
• Taxi and private hire services and Apps e.g. Uber
• Broken Glass
• Vape Cigarettes
• Pay day loans
• Short Term Lettings
• CBD Products
• Any creatives which are from petroleum or oil companies.
• Any creatives which is from, refers to or features the following countries/places :
  • Afghanistan
  • Armenia
  • Azerbaijan
  • Brunei
  • Iran
  • Karabakh
  • Khojaly
  • Mauritania
  • Nigeria
  • Pakistan
  • Qatar
  • Saudi Arabia
  • Somalia
  • United Arab Emirates
  • Yemen