

Cumming Ann

From: Kayleigh Osigwe [REDACTED]@exterionmedia.co.uk>
Sent: 13 April 2017 10:34
To: Cumming Ann; Neil Skelton
Cc: O'Malley Sue
Subject: RE: 17.04.12 CAF - Unison
Attachments: Copy Advice - Unison

Hi Ann,

CAP approved the Unison ad, I'm awaiting booking details, but have attached the CAP advice for now.

Thanks

From: Cumming Ann [REDACTED]@tube.tfl.gov.uk]
Sent: 12 April 2017 17:04
To: Kayleigh Osigwe <[REDACTED]@exterionmedia.co.uk>; Neil Skelton
[REDACTED]@exterionmedia.co.uk>
Cc: O'Malley Sue [REDACTED]@tfl.gov.uk>
Subject: 17.04.12 CAF - Unison

Approved subject to positive CAP advice: *This creative may be displayed at Exterior risk. If any complaints are received Exterior must remove as instructed by LUL.*

Please supply full details of the campaign booking and the CAP advice

Ann

Ann Cumming
Commercial Revenue Contracts Manager
Transport for London
4th Floor, East Wing, 55 Broadway
Tel: [REDACTED]
Auto: [REDACTED]
Mob: [REDACTED]
email: [REDACTED]@tube.tfl.gov.uk

Ann Cumming

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From: Kayleigh Osigwe [redacted] kayleigh@exteriormedia.co.uk
Sent: 12 April 2017 14:19
To: Cumming Ann
Cc: O'Malley Sue
Subject: CAF - Unison

Hi Ann,

Attached is a CAF for Unison for your review. Please could you review at your earliest convenience. The client wants to book this before Easter so a quick turnaround would be really appreciated if possible.

Thanks

Kayleigh Osigwe
LU Franchise Coordinator



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Cumming Ann

From: Jo Davis [REDACTED]@cap.Org.UK>
Sent: 13 April 2017 10:26
To: Joanna Horst
Subject: Copy Advice - Unison
Attachments: 19716_UNISONChampions__010612444.pdf

Dear Joanna

Thank you for your enquiry to Copy Advice.

I write to confirm that the advertising copy you submitted, for Unison, seems to comply with the UK Code of Non-broadcast Advertising and Direct & Promotional Marketing (the [CAP Code](#)). We have looked at your copy in light of existing ASA rulings and believe that, if the advertiser has the factual evidence to support their claims, the ASA is unlikely to uphold complaints against it. Also, we shall advise the ASA of our belief if it considers complaints against the copy.

Although it is given by the CAP Copy Advice team in good faith, this advice does not bind CAP or the ASA, both of which might require you to provide evidence to substantiate your claims at a later date. Please note also that CAP has a regulatory role for many types of marketing communications. Our independence would be compromised if we were to endorse products or services and our advice should never be used for such purposes. You should be aware that, although it is designed to reflect the law, the Code does not cover marketers' legal or other obligations, which remain their responsibility.

For more information on specific sections of the CAP Code, please see our [AdviceOnline](#) guidance.

I hope this is useful, if you have any questions please do not hesitate to contact me.

Kind regards

Jo Davis
Copy Advice Executive
Direct line [REDACTED]

Committee of Advertising Practice
Mid City Place, 71 High Holborn
London WC1V 6QT
Telephone [REDACTED]
www.cap.org.uk

View our [2015 Annual Report and video](#)

[Legal, decent, honest and truthful](#)

Please can we have CAP advise

The Advertising Standards Authority Ltd, Registered Number 0733214
The Advertising Standards Authority (Broadcast) Ltd, Registered Number 5130991
The Committee of Advertising Practice Ltd, Registered Number 8310744
The Broadcast Committee of Advertising Practice Ltd, Registered Number 5126412

Registered Office: Mid City Place, 71 High Holborn, London, WC1V 6QT

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An anti-virus system is in operation and our systems are regularly scanned for known viruses. ASA/CAP accepts no responsibility for any subsequent viruses attached.

#backyourchampions



Jake's teaching assistant has given him a future

Denise, mum of three

The future for our school is scary

Ali, teaching assistant



your
public
service
champions

Your public services are in crisis.
Get involved at publicservicechampions.org

UNISON

4586.

#backyourchampions

The NHS saved my life

Sara, road accident survivor

The NHS needs saving

Julia, paramedic

your
public
service
champions

Your public services are in crisis.
Get involved at publicservicechampions.org

UNISON

985

#backyourchampions



**I couldn't cope
without my
care worker**

Margaret, recovering from hip operation

**I can't cope
with being
a care worker**

Alysha, home care worker



your
public
service
champions

Your public services are in crisis.
Get involved at publicservicechampions.org

UNISON

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Cumming Ann

From: Cumming Ann
Sent: 12 April 2017 17:04
To: 'Kayleigh Osigwe'; 'Neil Skelton'
Cc: O'Malley Sue
Subject: 17.04.12 CAF - Unison
Attachments: Unison - CAF.DOC

Approved subject to positive CAP advice: *This creative may be displayed at Exterior risk. If any complaints are received Exterior must remove as instructed by LUL.*

Please supply full details of the campaign booking and the CAP advice

Ann

Ann Cumming
Commercial Revenue Contracts Manager
Transport for London
4th Floor, East Wing, 55 Broadway
Tel : [REDACTED]
Auto [REDACTED]
Mob: [REDACTED]
email: [REDACTED]@tfl.gov.uk

From: Kayleigh Osigwe [mailto:[REDACTED]@exteriormedia.co.uk]
Sent: 12 April 2017 14:19
To: Cumming Ann
Cc: O'Malley Sue
Subject: CAF - Unison

Hi Ann,

Attached is a CAF for Unison for your review. Please could you review at your earliest convenience. The client wants to book this before Easter so a quick turnaround would be really appreciated if possible.

Thanks

Kayleigh Osigwe
LU Franchise Coordinator

T: [REDACTED]
M: [REDACTED]

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Commercial Advertising – TfL/ Exterior Media – Copy Approval Form



COPY APPROVAL FORM

Copy will be assessed in line with TfL's Advertising Policy.

All advertisements appearing on TfL's services must be in accordance with this policy.

1: Campaign Details (to include advertiser, number and site types, start and finish dates, revenue):

Client: Unison

Dates: 24/04/17 – 2 weeks

Sites: TBC – Looking to book 90 x 48s and 4400 x TCPs

Revenue: [REDACTED]

2: Date First Submitted:

12 April 2017

3: Reasons for Referral (description and clause reference):

Contains political content (although EM do not believe it breaches the below clause).

(h) it promotes a party political cause or electioneering. Advertisements must confirm to TfL's policy on use of resources, with particular care exercised in pre-election periods.

4: CAP Advice:

Sent to CAP, please review on the basis of positive CAP response.

5: Revision Request:

6: Approval Conditions:

Approved subject to positive CAP advice: *This creative may be displayed at Exterior risk. If any complaints are received Exterior must remove as instructed by LUL.*

Exterior to provide details of the campaign and CAP advice

7: Reasons for Rejection:



Commercial Advertising – TfL/ Exterion Media – Copy Approval Form



8: Creative:

#backyourchampions



**I couldn't cope
without my
care worker**

Margaret, recovering from hip operation

**I can't cope
with being
a care worker**

Alysha, home care worker

Making a difference to lives like Margaret's is so rewarding, it's *why* I got into this job. But because of cost cutting, care visits are often restricted to 15 minutes – there's not even time for us to chat. I'm sometimes the only person she sees all day! Social care is in crisis and vulnerable people are suffering the most.



Your public services are in crisis. Tweet, share, vote, say thanks – whatever you do, do it now.
Get involved at publicservicechampions.org

UNISON

#backyourchampions



**Jake's teaching
assistant has given
him a future**

Denise, mum of three

**The future
for our school
is scary**

Ali, teaching assistant

I love seeing children's faces light up when they're inspired, especially the ones who need that extra support. But with all these cuts our workloads are getting ridiculous and classes keep getting bigger, meaning kids don't get the attention they need. Every child deserves the best possible start in life. It breaks my heart that they're not getting it.



Your public services are in crisis. Tweet, share, vote, say thanks – whatever you do, do it now.
Get involved at publicservicechampions.org

UNISON



Commercial Advertising – TfL/ Exterior Media – Copy Approval Form



COPY APPROVAL

REFERRAL REQUIREMENTS

Exterior Media 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 eg ads featuring unreasonable images of men and women eg 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)

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

- Graffiti



Commercial Advertising – TfL/ Exterior Media – Copy Approval Form



- References to TfL and the Mayor
- TfL information sourcing
- Taxi and private hire services and Apps eg Uber
- Broken Glass
- Vape Cigarettes
- Pay day loans

Contact Details:

Ann Cumming

T: [REDACTED]

E: [REDACTED]@tube.tfl.gov.uk

Chris Chance

T: [REDACTED]

E: [REDACTED]@tfl.gov.uk

Sue O'Malley

T: [REDACTED]

E: [REDACTED]@tfl.gov.uk

Cumming Ann

From: Cumming Ann
Sent: 20 April 2017 14:17
To: 'Kayleigh Osigwe'
Cc: O'Malley Sue
Subject: RE: Unison campaign details

thanks

Ann Cumming
Commercial Revenue Contracts Manager
Transport for London
4th Floor, East Wing, 55 Broadway
Tel: [REDACTED]
Auto: [REDACTED]
Mob: [REDACTED]
email: [REDACTED]

From: Kayleigh Osigwe [[mailto:\[REDACTED\]@exterionmedia.co.uk](mailto:[REDACTED]@exterionmedia.co.uk)]
Sent: 20 April 2017 12:06
To: Cumming Ann
Cc: O'Malley Sue
Subject: Unison campaign details

Hi Ann

Previously you approved a campaign for Unison and asked for CAP advice (which we sent to you) and the final booking details. The booking details that I have are:

3850 x TCPs

[REDACTED]
24/4/17 – 7/5/17

Thanks

Kayleigh Osigwe
LU Franchise Coordinator

T: [REDACTED]

M: [REDACTED]

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