

CEDAR COMMUNICATIONS LTD
ANNUAL STATEMENT: 2019

cedar

Introduction

Cedar Communications Limited is a creative and commercial content marketing agency.

Our skill lies in helping clients build long term, authentic and valued relationships with customers. We help brands create episodic, always-on and real-time experiences that inspire, inform, and connect people.

And because we work across every owned and earned platform, from smartphone apps to social feeds, magazines to multimedia sales – we can plan across the whole customer journey.

We match data strategists with community managers, news editors with digital marketers, developers with commercial sales experts. Together, with our brand partners, we're proud to create some of the most credible, audience-centric and profitable content and media platforms in the business.

Cedar is part of the BBDO Group, an Omnicom company.

Cedar's titles / products in the UK include:

- 1) Client: British Airways
 - High Life: print magazine, page turner
 - High Life China: print magazine
 - Business Life: print magazine, page turner
 - First: print magazine
 - The Club: digital magazine
 - BA.com – digital content for BA.com and BA social channels
- 2) Client: Tesco
 - Tesco Magazine: print, page turner
 - Tesco Real Food: website
 - Tesco social: social channels including Pinterest, You tube,
 - Tesco Home: catalogue print
 - Tesco Gift Guide: catalogue print, page turner
 - Tesco Toys: catalogue print
 - Tesco Christmas in July: catalogue print
 - Tesco Festive Food to Order: catalogue print, page turner
 - Tesco Festive Menu Web app
- 3) Client: Nikon
 - Nikon Pro: print magazine, app
- 4) Client: Tourvest Retail Services (TRS)
 - High Life Shop: print magazine
- 5) Client: Airbus
 - Airbuzz: print magazine
- 6) Client: Regus
 - Social channels
- 7) Client: Dorchester
 - Dorchester Stars: print magazine, page turner
- 8) Client: Eurostar
 - Metropolitan: print magazine, page turner
 - Eurostar.com content
- 9) Client: Mandarin Oriental
 - MO Magazine: print magazine, page turner
 - MO.com content
- 10) Client: Jaguar Land Rover



- Land Rover Magazine: print magazine, page turner
 - The Jaguar: print magazine, page turner
- 11) Client: Iberia*
- Ronda: print magazine, page turner
 - Ronda China: print magazine, page turner
 - Ronda Japan: print magazine, page turner
 - Excelente: print magazine, page turner
- 12) Client: CLEA**
- The London Magazine: print magazine, website

* published in UK and Spain

** Cedar discontinued in September 2019

The responsible person for Cedar Communications is Karen Huxley, Business and compliance director.

Karen.huxley@cedarcom.co.uk, tel: +44 (0) 20 7550 8000

Our editorial standards

Cedar takes editorial standards very seriously. One of our core values as a business is an accurate and ethical approach to all of our work. Our teams of journalists and editors are largely recruited from national press, and from leading agencies, so they have already received good basic training in story structure and standards of quality, ethics, accuracy and legality.

In addition, many of our clients require us to submit our work to their own corporate communications, legal and/or compliance departments, so our work is very thoroughly checked. In cases where this is not a requirement, our content is always passed through in house teams of trained sub-editors, editors and proof readers to check the work. They have all had at least basic training in journalism standards and media law, and Cedar provides regular updates on matters of media law and compliance - for example around the running of competitions - on a semi-regular basis. As our work is produced for leading brands, it is not by nature high risk. We are required by relationship and by contract to avoid bringing the brand into disrepute or to risk any kind of legal or ethical transgressions, and even generating positive PR for our content via press releases is a process that requires client approval and sign off - and usually, once again, checking by their own legal and compliance teams. However, where a subject may contain potential sensitivities or risks - for example, if we are producing health/medical content - in addition to using qualified contributors, we use external experts to check that our work is accurate and follows any industry, government or brand guidelines.

Cedar has not yet sought pre-publication guidance from IPSO. However, it would do so if it needed advice on interpreting the Editors' Code of Practice or the public interest exception. Cedar has never sought editorial guidance from IPSO, but we would in the event that we handled a complaint that went against the Editor's Code.

Our complaints handling service



- 1) The IPSO complaints form is available for download from the Cedar website. There is also information here on our complaints policy. Complaints are then linked directly to our compliance director, Karen Huxley. We have also included our complaints procedure.
- 2) All editorial complaints are handled in the following way:
 - i. Forwarded to the relevant editor and account director for review
 - ii. Forwarded to the client for their records
 - iii. Forwarded to the compliance director
 - iv. The compliance director will acknowledge any complaint within 5 working days of receipt, and request any additional details
 - v. The compliance director will review the case, make a decision accordingly and advise the complainant accordingly within 28 days, together with details on how complainant can appeal to IPSO if required
 - vi. The compliance director can recommend a range of remedies including corrections, alteration or removal of content, deletion, apologies, or providing the right of reply. Each individual complaint is handled on its merits – rather than a one-size fits all approach.
 - vii. The compliance director will deal with other cases as required.
- 3) Each of our magazines has Cedar's address, website and contact details – complaints can be sent to us via any of these mechanisms where there is a complaint outside of the remit of the Editor's code. All mastheads have the following information included: "Cedar believes in the highest standards of journalistic integrity. Please email Karen.huxley@cedarcom.co.uk with any comments or complaints".
- 4) All records are retained by the compliance director – in the form of the complaints, actions taken and outcomes.

Fact checking of stories

We have a large complement of sub-editors who are responsible for fact checking: these may take the form of checks with interviewees / experts / other reputable sources.

Editorial meetings are held by all teams, with frequency and attendees dependent on the channel/title/client. These will cover commissioning, the production process and strategic plans.

We always ensure that interviewees fully understand the purpose of an interview and where it will be published. Detailed notes, or recordings, should be kept.

We have not requested pre-publication advice from IPSO.

Transparency

We have clauses on financial transparency / conflict of interest in all employee contracts. However, these are not available for the public domain.



Our training process

The continued development of our staff is important to us and we review the training needs of our teams as part our appraisal process. It is important that our staff not only have the required legal and health and safety training but are also kept up to date with the key trends and skills required so that we can provide the best quality service to our clients.

Key training that we undertake includes:

- all editorial and creative staff take part in best practice presentations and seminars. These include the rules around competitions, media law, commissioning.
- All editorial and creative staff are given a 'Cedar Bible' which includes the Editor's Code, and key media laws. The Bible also provides details on who to contact with any questions – any updates are communicated to both editorial and account management teams. Please note, we are not providing this, as it is not available for public view.
- All staff undertake mandatory training covering GDPR, Health & safety, Information security, Business Ethics and Code of Conduct. Any updates to legislation or business practices are retrained out as appropriate
- We have run a number of internal 'smart sessions' that have included training in social media trends, insight analysis, interviewing skills and coaching. These continue on an ongoing basis throughout the year
- As part of the appraisal and talent development reviews relevant staff are also identified to go through formal leadership training
- Bespoke or other training requirements are provided on an individual/team basis.

Our record on compliance

There have been no complaints against Cedar ruled on by IPSO's Complaints Committee.

Appendix

Our manuals, codes, guidance are not available for the public domain.

The Cedar logo is written in a red, cursive, handwritten-style font.