

<b>COMPLAINT NUMBER</b>	17/157
<b>COMPLAINANT</b>	V Oldham
<b>ADVERTISER</b>	Lion
<b>ADVERTISEMENT</b>	Lion, Television
<b>DATE OF MEETING</b>	29 May 2017
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The television advertisement for Speights Beer showed various unfinished projects including a BBQ as a pile of bricks, a swimming pool which has no sides and a man sitting on a fence which has not yet been built. The advertisement stated, in part:

“We all have grand plans, but a plan can’t barbeque a steak, or keep water in a swimmable shape. Plans need beers... why should you finish staining that table? Beers. Why should you help your mate modify his bicycle? Beers. Why create that indoor, outdoor flow? Beers... get your mates and Speights together and head to [wewill.co.nz](http://wewill.co.nz) and finish your unfinished project.”

**The Chair ruled there were no grounds for the complaint to proceed.**

**Complainant, V Oldham, said:** It is a speights advert Finish your project with your mates and beer As a mother of young people I find it yet another endorsement to drink alcohol I can not believe it is allowed on air.

**The relevant provisions were Code for Advertising and Promotion of Alcohol - Principle 1, Principle 3.**

**The Chair** noted the concerns of the Complainant the advertisement encouraged beer drinking and was concerned about the effect the advertisement could have on children.

The Chair noted a precedent Complaints Board Decision (16/141) and a No Grounds decision (16/205) about the same advertisement. The (16/141) Decision stated, in part:

“The Complaints Board then considered whether the advertisement promoted drinking alcohol as a better or more attractive lifestyle choice or implied that the success of a social occasion depended on the presence or consumption of alcohol. The Complaints Board said the main message of the advertisement was to have a beer after finishing a project in a social setting. It said alcohol was not depicted as necessary but was depicted as incidental to a friendly and happy social environment with friends who had helped in the completion of unfinished projects. The Complaints Board said the advertisement did not promote drinking as a more attractive lifestyle choice and it was not in breach of Guideline 1(b) of the Code for Advertising and Promotion of Alcohol.”

“The Complaints Board then considered whether the advertisement encouraged irresponsible or immoderate drinking. It noted no alcohol

consumption was shown in the advertisement and it clearly depicted a group of friends celebrating with a beer after finishing a project. It said advertisement obviously took place over a long timeframe and the people shown were clearly over 25 years old. It said there was not suggestion the people would continue drinking or that they had been drinking while completing a project. As such, the Complaints Board said the advertisement did not encourage irresponsible or immoderate drinking and was not in breach of Principle 2 or Guideline 2(b) of the Code for Advertising and Promotion of Alcohol.”

The Chair said the previous rulings were applicable to the complaint before her. She noted that TVNZ had confirmed the On Demand viewing system will only serve alcohol advertising to an Adult registered log-in profile. They also confirmed that the programme in question, The Boss, had an AO (Adults Only) rating.

The Chair said the precedent Decision found the advertisement did not promote drinking alcohol as a more attractive lifestyle choice and that the advertisement in this complaint was clearly targeting an adult audience.

While noting the personal experience of the Complainant, the Chair said advertisement did not have strong or evident appeal to minors and it was clearly directed at an adult audience.

Therefore, the Chair ruled the advertisement had been prepared with a high standard of social responsibility to consumers and society and there were no grounds for the complaint to proceed.

**Chair’s Ruling:** Complaint **No Grounds to Proceed**