

COMPLAINT NUMBER	18/029
COMPLAINANT	J. Pain
ADVERTISER	Lion
ADVERTISEMENT	Corona Beer, Television
DATE OF MEETING	29 January 2018
OUTCOME	No Grounds to Proceed

Advertisement: The television advertisement for Corona Beer showed several people at the beach swimming. After exiting the water, several people are seen having a Corona. A lime is showing being placed inside the neck of a Corona bottle and a shot of the people sitting on the beach at sunset with the tagline “From where you’d rather be” appeared on the screen.

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

Complainant, J Pain, said: “We are advised not to mix ‘water activity’ eg swimming/boating with consumption of alcohol. This advertisement shows young people having a good time swimming then racing out of the water to have another good time consuming corona - equating this with ‘being where you want to be’. I have been uncomfortable with this advertisement for some time - it screens on other channels also - but this time I felt I must express my concern. I have 7 grandchildren ranging in age from 11 - 20 and I want them rather to be exposed to things that show you can have a good time without alcohol being the prime factor.”

The relevant provisions were Code for Advertising and Promotion of Alcohol - Guideline 1 (e), Principle 1, Principle 3;

The Chair noted the Complainant’s sincere concerns that it was irresponsible to show people drinking alcohol while participating in water related activities and that the advertisement promoted alcohol as a “good time” and a more attractive lifestyle.

The Chair noted precedent Decision (16/148) which addressed similar concerns to the Complainant’s about drinking beer and swimming. That Decision said, in part:

“The Complaints Board then considered whether the advertisement linked drinking with unsafe or hazardous practices.

The majority said there was nothing in the advertisement which suggested the men were going to re-enter the water after drinking. It said the likely consumer takeout was that the group of friends who had been surfing were having a beer while watching their friend surf a last wave. The majority noted some of the men had begun to undress and pack up their surf boards and the advertisement evoked an end of the day feeling. It said there was nothing in the advertisement which encouraged people to participate in hazardous activities after drinking and was of the view that depiction of the consumption of alcohol was responsible.

The majority said there was nothing in the advertisement which encouraged people to participate in hazardous activities after drinking and was of the view that depiction of the consumption of alcohol was responsible. It said the advertisement was not in breach of Guidelines 1(e) or 2(b) and had been prepared with the high standard of social responsibility required by Principle 2 of the Code for Advertising and Promotion of Alcohol... In accordance with the majority, the complaint was Not Upheld.”

The Chair said the above precedent was directly applicable to the complaint before her. She noted the advertisement showed people drinking a beer at the end of the day, after swimming and there was no suggestion they were going to re-enter the water. The Chair ruled the advertisement was not in breach of 1(e) of the Code for Advertising and Promotion of Alcohol.

The Chair said the alcohol product was presented as incidental to the social occasion where friends had gathered for a swim and then additional people arrive with beers. The Chair said there was nothing which implied the people on the beach were drinking excessively or irresponsibly or that they were under the legal drinking age. The Chair said the advertisement was not in breach of Principle 3 the Code for Advertising and Promotion of Alcohol.

Accordingly, the Chair said there was no apparent breach of the Code for Advertising and Promotion of Alcohol and ruled the complaint had no grounds to proceed.

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