

<b>COMPLAINT NUMBER</b>	18/106
<b>COMPLAINANT</b>	J. Cronin
<b>ADVERTISER</b>	DB Breweries Limited
<b>ADVERTISEMENT</b>	Tiger Beer, Television
<b>DATE OF MEETING</b>	9 May 2018
<b>OUTCOME</b>	Settled – advertisement removed.

**Advertisement:** The television advertisement for Tiger Beer showed a dance troupe, a painter and a violinist in various settings including riding the subway, walking through a dark alley and entering an abandoned theatre. The advertisement said, in part: “You don’t know them yet, but you will. Here come the Uncaged. A bottle of Tiger beer is shown at the end of the advertisement.

**The Chair ruled the complaint was Settled.**

**Complainant, J. Cronin, said:** “The ad appears to show potential underage drinking and promote the same. It seems to be specifically targeted to teenagers. Potentially making the suggestion that youth can only be cool or succeed if they start drinking young. Alcohol ads should never target youth.”

**The relevant provisions were Code for Advertising and Promotion of Alcohol Principle 1, Principle 3, and Guideline 3 (c).**

**The Chair** noted the Complainant’s concern the advertisement promoted underage drinking and was targeted at minors.

The Advertiser responded that while it was certain the people shown were over 25 years of age, as allowed by the Code for Advertising and Promotion of Alcohol, it could not confirm it as the advertisement was made internationally. Accordingly, the Advertiser removed the advertisement and explained it would not be played again.

The Chair, noting the self-regulatory actions of the Advertiser in removing the advertisement, said it served no further purpose to place the matter before the Complaints Board and ruled the complaint was Settled.

**Chair’s Ruling:** Complaint **Settled**

#### **APPEAL INFORMATION**

According to the procedures of the Advertising Standards Complaints Board, all decisions are able to be appealed by any party to the complaint. Information on our Appeal process is on our website [www.asa.co.nz](http://www.asa.co.nz). Appeals must be made in writing via email or letter within 14 days of receipt of this decision.