

<b>COMPLAINT NUMBER</b>	18/242
<b>COMPLAINANT</b>	Z Burnard
<b>ADVERTISER</b>	Super Liquor Holdings Ltd
<b>ADVERTISEMENT</b>	Super Liquor Holdings Ltd, Digital Marketing
<b>DATE OF MEETING</b>	10 August 2018
<b>OUTCOME</b>	Settled – advertisement removed

**Advertisement:** The Super Liquor sponsored advertisement on Facebook says "Need a pick-me-up? Layer up, stick the fire on and make the most of these super deals on your favourite brews!" Various bottles of spirits are shown in the advertisement.

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

**Complainant, Z Burnard, said:** Need a pick-me-up?

Layer up, stick the fire on and make most of these super deals on your favourite brews!

This advertisement states that alcohol is a pick me up. This does not demonstrate and observe a high standard of social responsibility.

Alcohol should not be advertised as a pick me up. The effects of alcohol are far from a pick me up in today's society.

**The Advertiser, Super Liquor Holdings, said:**

Thank you for bringing to attention the advertising on social media/Facebook with the reference to 'Need a pick me up'.

We accept the wording was incorrect and not appropriate for the message Super Liquor was delivering to consumers.

We have advised our Creative agency to include a further process to check wording to ensure that we are socially responsible.

Our Creative Agency has also responded –

"We are writing to sincerely apologize for our mistake in insinuating that alcohol was the 'Pick me up'. Our overarching theme for this campaign was Winter pick me ups with the tag – *If you've had your fill of winter, fear not we've got some great little ideas, and deals to pep you up. So, get the family round for drinks, snacks and belly laughs while you make grand plans for this spring.* However, due to Facebook max word count in we had to shorten it. We should of thought about how shortening the line 'Need a pick-me-up' whilst advertising alcohol could have been taken the wrong way. I have passed on this 'watch out' to the Hyde Group account service and design team, moving forward we can assure you that it won't happen again.

Thank you for bringing this to our attention, we apologize again for the error in the tagline."

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

The Chair noted the Complainant's concern the advertisement referred to alcohol as a 'pick me up' which the Complainant said was an irresponsible way to promote alcohol.

The Chair acknowledged the Advertiser's explanation that the tagline in question was the result of the contraction of a longer message by the creative agency due a restricted word count on the Facebook platform. She accepted this was an error in process, rather than any intent on the part of the Advertiser to promote an irresponsible message around the consumption of alcohol.

The Chair said that it would serve no further purpose to place the matter before the Complaints Board, given the Advertiser's co-operative engagement with the process in removing the advertisement and the self-regulatory action taken in working with its agency to ensure a more robust checking process for future advertisements. The Chair ruled the complaint was settled.

**Chair's Ruling:** Complaint **Settled – advertisement removed**

#### **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.