

COMPLAINT NUMBER	18/355
COMPLAINANT	J Nicholls
ADVERTISER	DB Breweries Limited
ADVERTISEMENT	Monteiths, Out of Home
DATE OF MEETING	19 October 2018
OUTCOME	No Grounds to Proceed

Advertisement: Two billboard advertisements promoted the “New IPA in town” from Monteiths. Billboard 1 had a black and white image of a band playing, with a close-up image of the IPA bottle on the left-hand side of the board and the words “The New IPA in town” with the Monteiths logo. Billboard 2 had a black and white image of two women holding a bottle of beer each, sitting in front of a tent beside a motorbike. It also included a close-up image of the IPA bottle on the left-hand side of the board and the words “The New IPA in town” with the Monteiths logo.

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

Complainant, J Nicholls, said: I believe these advertisements about alcohol break the Code for Advertising and Promotion of Alcohol Guideline 1 (b) promoting alcohol as an attractive lifestyle and associated with success in a social occasion. And, I believe it broke Guideline 1 (d) where it shows alcohol is required for relaxation. And, I believe it broke Guideline 1 (c) where it shows that alcohol is necessary to achieve social status with peers.

The relevant provisions were Code for Advertising and Promotion of Alcohol - Guideline 1 (b), Guideline 1 (c), Guideline 1 (d), Principle 1.

The Chair noted the Complainant’s concern the billboard advertisements were promoting alcohol as an attractive lifestyle and associating it with success in a social occasion, and as a necessity for relaxation and to achieve social status with peers.

The Chair considered each billboard in turn.

In the Chair’s view, billboard 1 was promoting a new IPA from Monteiths, using an image of a band playing for an audience, in an environment where it was likely that alcohol would be available. The Chair said nothing in this advertisement reached the threshold to promote drinking as a better or more attractive lifestyle choice nor that the success of a social occasion depended on the presence or consumption of alcohol. The Chair also said the image and the words in the advertisement did not suggest that alcohol could lead to social success nor was required for relaxation.

The Chair then considered billboard 2. The Chair noted this billboard had a black and white image of two women holding a bottle of beer each, sitting in front of a tent beside a motorbike. The Chair referred to a precedent Decision 17/309 for a billboard for Corona Beer which showed a snow-covered mountain range at sunset. Skis and snowboard

equipment can be seen leaning against a hut wall, while some of the group drink bottles of beer.

That Decision said in part:

“The Board discussed the tagline “From where you’d rather be,” the moderate alcohol consumption shown, the separation of sporting equipment from those drinking and the general ambience portrayed with drinkers and non-drinkers socialising and concluded the advertisement before it did not promote alcohol consumption as a better or more attractive lifestyle. The Complainants Board did not agree the advertisement suggested any sexual, social or sporting success and therefore did not breach Guideline 1(b),1(c) or 1(d) of the Code for Advertising and Promotion of Alcohol.”

The Chair said Decision 17/309 applied to billboard 2 before her. The two women in the advertisement appeared to be seated in front of a tent after a motorbike ride. The Chair said nothing in the advertisement reached the threshold to promote drinking as a better or more attractive lifestyle choice nor that the success of a social occasion depended on the presence or consumption of alcohol. The Chair also said the image and the words in the advertisement did not suggest that alcohol could lead to social success. While the women appeared to be having a drink at the end of motorbike ride, before they stayed the night, the Chair did not consider the likely consumer takeout for this advertisement would be that alcohol was required for relaxation.

Taking the above into account, the Chair said the advertisements did not meet the threshold to breach Guidelines 1(b), 1(c), or 1(d) of the Code for Advertising and Promotion of Alcohol and had met the required standard of social responsibility for alcohol advertisements under Principle 1.

The Chair ruled the complaint had no grounds to proceed.

Chair’s Ruling: Complaint No Grounds to Proceed

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. Appeals must be made in writing via email or letter within 14 days of receipt of this decision.