

<b>COMPLAINT NUMBER</b>	18/403
<b>COMPLAINANT</b>	R Parker
<b>ADVERTISER</b>	Lion Liquor Retail
<b>ADVERTISEMENT</b>	Liquor King Digital Marketing, Website and Social Media
<b>DATE OF MEETING</b>	26 November 2018
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The Liquor King Instagram advertisement was pink, with the words “Love Pink” and images of Gordon’s Premium Pink Gin and a four pack of Gordon’s Pink Gin & Soda. The Liquor King website included promoted the “Love Pink” promotion and two Gordon’s products with others in a price and product format.

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

**Complainant, R Parker, said:** I was disturbed to see an advertisement on Instagram that was all PINK advertising Pink alcohol for Liquor King. When I clicked through I saw the entire website is pink and they have used fonts and drinks in the PINK colour to take advantage of the Breast Cancer Pink Appeal which has been blanket coverage before and during the Month of October. Not only obviously focused to women I believe this is fully ‘passing off’ or taking over from the Pink appeal of October and as alcohol is proven to increase the risk of breast cancer by a factor of 4-5 times in multiple studies I think it is mischievous and irresponsible.

Women have problem drinking on a growing scale and to groups all kinds of alcohol based on the ‘colour’ only is sad and stupid.

From their website:

"Love Pink is a celebration of pink beverages available at LK, anchored around two new products Gordons Pink Gin, and Gordons Pink Gin and Soda, support by a selection of pink wine, beer and sodas."

The fact this launched in November the week after Breast Cancer Pink Ribbon events tail off is so obvious.

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

**The Chair** acknowledged the Complainant’s sincere concerns regarding the intent of the Advertiser and that the “Love Pink” promotion in November was trying to capitalise on the widespread promotion of Breast Cancer Awareness during October. The Complainant was particularly concerned given the increased risks relating to alcohol consumption and cancer and the likely appeal to women.

The Chair noted the “Love Pink” promotion on the Liquor King website said “Love Pink is a celebration of pink beverages available at LK, anchored around two new products, Gordon’s Pink Gin and Gordon’s Pink Gin and Soda, supported by a selection of pink wine, beer and sodas.”

The Chair said in her view, the promotion was linked to the launch of a new product – pink gin – rather than the Breast Cancer Awareness campaign.

The Chair acknowledged the colour pink is associated with Breast Cancer awareness, however in her view, advertisers use the colour for a range of reasons un-related to cancer, in this case, a new product launch.

The Chair said the timing of the advertising had heightened the Complainant's concern but she did not consider there was anything in the advertising before her that intended a link between breast cancer awareness and the pink gin product launch.

The Chair said the advertisements were not in breach of Principle 1 of the Code for Advertising and Promotion of Alcohol.

The Chair ruled there were no grounds for the complaint 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](http://www.asa.co.nz). Appeals must be made in writing via email or letter within 14 days of receipt of this decision.