

COMPLAINT NUMBER	19/093
COMPLAINANT	D Lancaster
ADVERTISER	Lion
ADVERTISEMENT	Corona, Television
DATE OF MEETING	4 March 2019
OUTCOME	No Grounds to Proceed

Advertisement: The Corona television advertisement shows people trekking through a forest and emerging onto a secluded beach where they swim and then drink beer around a camp fire at the end of the day. The advertisement ends with the tagline “From where you’d rather be.”

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

Complainant, D Lancaster, said: Alcohol is being shown to be consumed close to water (the sea) and swimming takes place in the ad. Alcohol should not be portrayed as being in this manner.

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

The Chair noted the Complainant’s sincere concerns that it was irresponsible to show people drinking alcohol in the vicinity of swimming locations.

The Chair referred to precedent Decision (16/148) which addressed similar concerns about drinking beer and swimming and was not upheld by the Complaints Board. 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.

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The Chair said this precedent was directly applicable to the complaint before her. She noted the advertisement showed people drinking a beer with the sun setting in the background and a beach fire burning, indicating they were consuming alcohol at the end of a day’s

swimming. The Chair said there was no suggestion made in the advertisement that they were going to re-enter the water.

The Chair said the advertisement was not in breach of Principle 1 or Rule 1(e) of the Code for Advertising and Promotion of Alcohol and 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. Appeals must be made in writing via email or letter within 14 days of receipt of this decision.