

COMPLAINT NUMBER	19/461
COMPLAINANT	N. Jackson- Alcohol Health Watch
ADVERTISER	Asahi Beverages (NZ) Ltd
ADVERTISEMENT	Carlsberg NZ Digital Marketing
DATE OF MEETING	5 December 2019
OUTCOME	Settled

Advertisement The video for Carlsberg Beer which played on Facebook and Instagram. Featured an outdoor rugby field and a male who runs up to a kicking tee with ball placed on top and kicks the ball over posts. He turns and ‘fist pumps’ in celebration. Two other males with backs to camera are in the foreground. Each have a bottle of Carlsberg beer placed next to them.

The Chair ruled the complaint was Settled

Complainant, N. Jackson said in part: This serious complaint relates to an alcohol advertisement on Facebook and Instagram for Carlsberg NZ.

The advertisement portrays an Auckland Grammar student, in a sports uniform, kicking a rugby ball through the posts on a field. Two young boys are also on the field consuming Carlsberg beer. The advertisement appears to have been filmed on the grounds of Auckland Grammar school.

The Instagram advertisement was seen on November 24, 2019, shared through a public twitter account. On November 25, 2019, we were alerted to the facebook advertisement, which had user-generated comments to which Carlsberg had replied. The video appears to have viewed at least 117,000 times

Principle 3 of the Code for Advertising and Promotion of Alcohol states:

Alcohol advertising and promotions shall be directed at adult audiences. Alcohol advertising and promotions shall not be directed at minors nor have strong or evident appeal to minors in particular. This applies to both content and placement.

Guideline 3 (c) states:

Anyone visually prominent in alcohol advertising and promotions depicting alcohol being consumed shall be, and shall appear to be, at least 25 years of age with their behaviour and appearance clearly appropriate for people of that age or older. Minors may appear in alcohol advertising and promotions only in situations where they would naturally be found, for example in a family barbecue, provided that there is no direct or implied suggestion that they will serve or consume alcohol.

We submit that these advertisements depict alcohol being consumed by persons under the age of 25 years, in the presence of a secondary school student and on school grounds. This represents a serious breach of the Code and requires urgent attention. I seek further explanation from Asahi regarding their perceived immediacy of responding to the first concerns raised about this advertisement.

The relevant provisions were Code for Advertising and Promotion of Alcohol - Principle 3 and Guideline 3(c)

The Chair noted the concerns from the complainant that the advertisement was not socially responsible as alcohol advertisements required a high sense of social responsibility.

The Chair then noted that upon receipt of the complaint, the Advertiser had withdrawn the advertisement.

The Advertiser said;“ We refer to your email of 27 November 2019 and accompanying complaint no. 19/461 lodged by Alcohol Healthwatch.

Please find attached our completed Complaint Response form. We take our responsibilities as an alcohol advertiser very seriously and the post was submitted to LAPPS (and received approval) prior to posting. Any likeness to a school student and the proximity to an identifiable school was completely coincidental and not deliberate. On learning of the location and uniform similarity we took prompt action to have the post removed and an apology was made to the principal of Auckland Grammar.

We undertake that neither the advertisement, nor part of it, will be re-published or re-broadcast by us at a later date”

Given the Advertiser’s co-operative engagement with the process and the self-regulatory action taken in removing the advertisement, the Chair said that it would serve no further purpose to place the matter before the Complaints Board. The Chair ruled that the matter 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. Appeals must be made in writing via email or letter within 14 days of receipt of this decision.