

<b>COMPLAINT NUMBER</b>	20/357
<b>ADVERTISER</b>	Asahi Beverages (NZ) Ltd
<b>ADVERTISEMENT</b>	Long White, Billboard
<b>DATE OF MEETING</b>	2 September 2020
<b>OUTCOME</b>	Settled – Advertisement Removed

**Advertisement:** The Asahi Beverages billboard advertisement promotes their Long White brand of alcoholic drinks. The advertisement shows a beach scene with an image of the new Long White product in the foreground. The accompanying text says: "New Gin, Soda and Sunshine".

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

**Complaint:**

This complaint relates to an alcohol advertisement for Long White on a billboard located on the corner of Khyber Pass Rd and Huntly Ave in Grafton. The billboard is located approximately 70 metres across the street from St Peter's College, which occupies the corner of Khyber Pass Rd and Mountain Rd in Grafton. Also in the vicinity of the billboard and the school is Grafton station, which is used by many students from St Peter's College and the nearby Auckland Grammar School. Details of the billboard are appended at the end of this letter.

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.*

Given the placement of the billboard is in very close proximity to St Peter's College, and nearby to Auckland Grammar School, we submit that this placement is inconsistent with Principle 3 of the Code for Advertising and Promotion of Alcohol. The placement of the billboard also raises concerns around social responsibility. We request that the Complaints Board Chair consider whether the advertisement should be considered under Principle 1 of the Code for Advertising and Promotion of Alcohol.

We refer to recent complaints 20/006, 20/043, 20/223, and 20/224 as being relevant to this complaint. We note that the advertisement referred to in complaint 20/223 was hosted on the same billboard site as the advertisement that is the subject of this complaint.

We note that the Long White billboard at the corner of Khyber Pass Rd and Huntly Ave is approximately 70 metres from Gate 2 of St Peter's College, and is clearly visible from the many parts of the school grounds and to students walking to and from Grafton Station. The appended map shows circles of 100 metres and 300 metres radius from the boundary of St Peter's College at Gate 2.

We submit that placement of alcohol advertisements in close proximity to schools is inconsistent with a high standard of social responsibility, and ask that the Complaints Board consider whether this advertisement breaches the advertising codes referred to above.

**The relevant provisions were Code for Advertising and Promotion of Alcohol - Principle 1, Principle 3**

#### **CODE FOR ADVERTISING AND PROMOTION OF ALCOHOL**

**Principle 1:** Alcohol Advertising and Promotions shall observe a high standard of social responsibility.

**Principle 3:** 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

**The Chair** noted the Complainant's concern the alcohol billboard advertisement had been placed in close proximity to a school which was not socially responsible.

The Chair acknowledged the Advertiser had removed the advertisement, following receipt of the complaint.

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 the matter was Settled.

**Chair's Ruling:** Complaint **Settled**

#### **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 calendar days of receipt of this decision.