

COMPLAINT NUMBER	20/356
ADVERTISER	National Brands
ADVERTISEMENT	Nitro, Facebook
DATE OF MEETING	22 September 2020
OUTCOME	Settled

Advertisement: The Nitro Vodka Facebook advertisement promotes the Nitro Vodka cans. The advertisement shows a key and two cans of Nitro, each with a grenade lever and pin and the accompanying text; "SHOTG#N OF FUN" and "SLEEP WHEN YOU'RE DEAD". The wording in the body of the advertisement says: "Who's smashed back a couple of NITRO GRENADE'S lately? Complete with keyhole entry for a wee SHOTG#N of FUN."

The Chair ruled the complaint was Settled.

Complaint: Promoting a dangerous form of drinking. Promoting binge drinking, skulling and very high alcohol consumption. Advertising on Facebook and promoting in-store from what their social media advertising says.

The relevant provisions were Code for Advertising and Promotion of Alcohol - Guideline 1 (a), Guideline 2 (b), Principle 1, Principle 2.

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

Guideline 1(a): Alcohol advertising and promotions shall not link alcohol with daring, aggressive, unruly, irresponsible or antisocial behaviour nor suggest any association with, acceptance of, or allusion to, tobacco, illicit drugs or volatile substances such as glue and petrol; explosives and weaponry.

Principle 2: Alcohol Advertising and Promotions shall be consistent with the need for responsibility and moderation in alcohol.

Guideline 2(b): Alcohol advertising and promotions shall not feature, imply, condone or encourage irresponsible or immoderate drinking. That applies to both the amount of drink and the way drinking is portrayed.

The Chair noted the Complainant's concerns the advertisement promoted binge drinking and very high of alcohol consumption.

The Chair said that upon receipt of the complaint, the Advertiser had removed the advertisement.

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**

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 calendar days of receipt of this decision.