

COMPLAINT NUMBER	20/554
ADVERTISER	Greenhill Beverages
ADVERTISEMENTS	Tropical Blaze Seltzer, Instagram
DATE OF MEETING	4 November 2020
OUTCOME	Settled – advertisements removed

Advertisements: Two Instagram posts for the new Greenhill Beverages seltzer drink, Tropical Blaze, show a soft-toy monkey holding a can of the drink which includes the product logo of a monkey.

The Chair ruled the complaint was Settled.

Complaint: Two ads, as they appeared on Instagram clearly marked and are also embedded in the photo at the bottom of the commentary as it appears on Instagram. We believe these advertisements should be considered under the alcohol code as appealing to minors.

Advertiser Response: Greenhill Beverages said: "We have decided to remove both posts. These posts were not aimed at minors (we only advertise to 18+ and clearly state that followers must be 18+ to follow us) but can see why the complaint was taken for review."

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

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.

Guideline 3 (a): Alcohol advertising and promotions in non-restricted areas shall not use or refer to identifiable heroes or heroines of the young.

The Chair noted the Complainant's concern the alcohol advertisement would have appeal to minors.

The Chair accepted the complaint to go before the Complaints Board for adjudication as to whether the Code for Advertising and Promotion of Alcohol had been breached. As part of the self-regulatory process, Advertisers have the option of amending or removing their advertising to comply with the Advertising Codes.

Upon receipt of the complaint, the Advertiser elected to remove the advertisements and agreed to not use them again in their current form.

Given the Advertiser's co-operative engagement with the process and the self-regulatory action taken in removing the advertisements, 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 – advertisements 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 calendar days of receipt of this decision.