

COMPLAINT NUMBER	21/457
ADVERTISER	Lion NZ Limited
ADVERTISEMENT	Steinlager Alt Blacks website and LinkedIn
DATE OF MEETING	21 September 2021
OUTCOME	No Grounds to Proceed

Advertisements: There were two advertisements that were the subject of this complaint, the Steinlager Alt Blacks website and the Steinlager Alt Blacks LinkedIn advertisement. The advertisements were promoting a video game called Rugby Challenge 4. The game was created by Steinlager and DDB Group Aotearoa NZ, in conjunction with New Zealand Rugby. The SteinlagerAltBlacks.co.nz website is age-gated and says "Steinlager Alt Blacks is only for those over 25". The FAQs say "Is there an age limit? As long as you're over 25..." The LinkedIn post from Jacob Newton, 'Copywriter/Creative at DDB New Zealand' promoted the Steinlager "Alt-Blacks" campaign. The post is captioned "I always wanted to be an All Black... Now anyone can pull on a black jersey and take on the world champion Springboks at a game of rugby. DDB #Steinlager #AltBlacks #AllBlacks". The post includes a graphic with a red and green background which shows the Steinlager logo, "Alt Blacks" in stylised font, and ">>Enter at<<" with the game URL.

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

Complaint: Steinlager is using their all blacks sponsorship to lure in kids using a play station game. My kids were watching The project where there was a story about this and were keen to enter in order to get their faces as part of the rugby play station game but had to enter on steinlager website.

They are promoting it on linkedin and other websites that are not age restricted.

Gaming has a very strong appeal for kids under 18 and linked with beer is very bad, and then add in heros of the young the All Blacks.

The relevant provisions were Alcohol Advertising and Promotion Code, Principle 3, Rule 3(a)

Principle 3: Alcohol Sponsorship Advertising and Promotion: Alcohol Sponsorship Advertising and Promotion must target Adults and primarily promote the Sponsored Party.

Rule 3 (a) Targeting Adults: Alcohol Sponsorship Advertising and Promotion must target Adult audiences.

Guidelines

Placement

Advertisers must be able to demonstrate they have used appropriate tools and/or have taken care in evaluating audience composition to select and target Adult audiences prior to the placement of Alcohol Sponsorship Advertising and Promotion.

Alcohol Sponsorship Advertising and Promotion may be placed in:

- i. age-restricted media when appropriate tools are used to select Adult audiences and/or access is restricted to Adults only; or
- ii. any media only when recognised industry standard audience composition data are available and 80% or more of the expected average audience are Adults; or
- iii. places/premises only when the expected average audience are or are likely to be 80% or more Adults.

The Chair noted the Complainant's concerns the advertisements were inappropriately targeted at children.

The Chair noted that Principle 3 of the Alcohol Advertising and Promotion Code requires that alcohol sponsorship advertisements must target adults.

The Chair noted that the story about the new video game, Rugby Challenge 4, was screened on The Project, a news and current events television programme. The Chair said complaints about TV programmes are dealt with by the BSA (Broadcasting Standards Authority) not the ASA.

The Chair then considered the two advertisements. The Chair said the advertisement on the Steinlager Alt Blacks website was targeted at adults. This is because the website is age-gated, requiring any visitor to the site to enter in their date of birth before being admitted to the site. The text "Steinlager Alt Blacks is only for those over 25" is also on the website and only those who are aged 25 and over are eligible to participate in the game.

The Chair said LinkedIn is an employment-oriented online service primarily used for professional networking and career development. To join LinkedIn a person must be aged 16 or over. The Chair said based on this information it was likely that adults were the target audience for LinkedIn.

The Chair said the advertisements were not in breach of Principle 3 or Rule 3(a) of the Code for Advertising and Promotion of Alcohol.

The Chair 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 with notification of the intent to appeal lodged within 14 calendar days of receipt of the written decision. The substantive appeal application must be lodged with the ASA within 21 calendar days of receipt of the written decision.