

<b>COMPLAINT NUMBER</b>	17/107
<b>COMPLAINANT</b>	H Hills
<b>ADVERTISER</b>	Harvest Cidery
<b>ADVERTISEMENT</b>	Harvest Cidery Digital Marketing
<b>DATE OF MEETING</b>	13 April 2017
<b>OUTCOME</b>	Settled

**Advertisement:** A Scrumpy Facebook promotion offering Scrumpy branded packing tape. The advertisement encouraged followers to watch out for how they could "get their mitts" on the giveaway.

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

**Complainant, H Hills, said**

Scrumpy is offering free 'Scrumpy Tape' in the form of a social media giveaway. This is clearly alluding to the game 'scrumpy hands' where scrumpy is taped to the hands and must be finished before the bottle can be removed. The use of a wink emoji in the post further confirms this. This is in clear violation of ASA guidelines 1(a), 2(b).

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

**The Chair** noted the Complainant's concerns that the choice of product giveaway could have alluded to the drinking game "Scrumpy Hands" and therefore be seen to promote irresponsible drinking.

Upon receipt of the complaint, the Advertiser contacted the Secretariat to confirm it had removed the post from its Facebook site.

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**