

COMPLAINT NUMBER	18/293
COMPLAINANT	D Kerrigan
ADVERTISER	Lion
ADVERTISEMENT	Lion, Television
DATE OF MEETING	10 September 2018
OUTCOME	No Grounds to Proceed

Advertisement: The Corona television advertisement shows a Landrover driving on a road, through a river and then parked beside a lake, where a tent has been erected and a fire lit. Four people are looking at mountain views and one is drinking Corona beer. The tagline said “From where you’d rather be.”

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

Complainant, D Kerrigan, said: To whomever it may concern

I wish to lodge a formal complaint regarding the advertisement for the imported lager - Corona broadcast on TV2 at the time stated above.

My concern regards the end of the advertisement which appears to show a party of youths camping at the edge of a mountain lake. A four wheel drive vehicle is has driven onto the beach and a large (4-6 person) tent pitched alongside it.

The combination of the land rover, tent and mountain vista is clearly meant to link, in the mind of the viewer, corona lager and the ideas of freedom, travel and youthful energy. These links will create a favourable sense of Corona in many viewers minds which the brand is attempting to leverage from.

My issue is that the advertisement clearly depicts freedom camping. The Land Rover is clearly meant to indicate this lakeside is located in a remote area and accessible only by a 4wd track, therefore what are the campers using for ablutions? Given the concern regarding freedom camping in this country I do not feel it is appropriate that an international brand is attempting to leverage off such activity within a clear New Zealand context.

I therefore feel that the advert is in breach of rule 1(i) of your guidelines - Protecting the environment and would like you to investigate this matter further.

The relevant provisions were Code for Advertising and Promotion of Alcohol - Principle 1;

The Chair noted the Complainant’s concern the advertisement promoted freedom camping in New Zealand which was inappropriate given the impact this can have on the environment.

The Chair carefully viewed the advertisement and said without further information, it was not possible to know whether freedom camping is permitted in the area depicted or not. She noted that the Department of Conservation website states that Freedom camping is permitted on public conservation land in New Zealand except in areas where signage states it is expressly prohibited or restricted to self-contained vehicles.

While acknowledging the genuine concerns the Complainant has for the environment, the Chair said the lack of detail in the advertisement about the actual location made it difficult to make assumptions about whether it was promoting irresponsible behavior in New Zealand. The Chair also said that the use of what could be a camping scene in a beautiful location did not necessarily promote freedom camping or irresponsible behaviour that could damage the environment.

The Chair ruled the advertisement had been prepared with a high standard of social responsibility to consumers and there was no apparent breach of the Code for Advertising and Promotion of Alcohol.

Therefore, 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 via email or letter within 14 days of receipt of this decision.