

COMPLAINT NUMBER	19/163
COMPLAINANT	F Gendall
ADVERTISER	Cheers Club
ADVERTISEMENT	Cheers Club Instagram Page
DATE OF MEETING	30 April 2019
OUTCOME	Settled

Advertisement: The Instagram advertisements for Cheers Club featured advertisements with text such as: “Quiet beer after work – Followed by about 15” and “Brunch without prosecco is just a sad, late breakfast”.

The Chair ruled the complaint was Settled.

Complainant, F Gendall, said: sorry to be writing to formally complain about Cheers Clubs advertising, specifically on instagram, which i believe is in breach of your guidelines, including guideline 2 b in your code for advertising & promotion of alcohol Alcohol advertising & promotions shall not feature, imply, condone or encourage irresponsible or immoderate drinking. I have attached some screenshots of a few of the more appalling posts, although i have not looked through their whole history

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

The Chair noted the Complainant’s concern the Instagram advertisements encouraged irresponsible or immoderate drinking.

The Chair acknowledged the Advertiser had deleted the posts that were the subject of the complaint.

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 days of receipt of this decision.