

COMPLAINT NUMBER	19/248
COMPLAINANT	N Jackson, Alcohol Health Watch
ADVERTISER	Café Hanoi
ADVERTISEMENT	Café Hanoi, Digital Marketing
DATE OF MEETING	16-Jul-2019
OUTCOME	Settled – advertisement removed

Advertisement: The Cafe Hanoi, Facebook advertisement shows a woman holding a glass of wine and says in part: "Life is more fun with wine."

The Chair ruled the complaint was Settled.

Complainant, N Jackson, said:

I am writing with regards to an alcohol advertisement by Cafe Hanoi, Britomart, Auckland, that appears as a paid promotion on Facebook (below). The advertisement was seen at 9:26pm on Tuesday 9th July, 2019.

The advertisement names a selection of wines and appears to contravene Principle 1 of the Code for Advertising and Promotion of Alcohol:

Alcohol advertising and promotions shall observe a high standard of social responsibility
Guideline 1(b) is particularly relevant:

While alcohol advertising and promotions may depict the consumption of alcohol as incidental to a friendly and happy social environment, it shall not promote drinking alcohol as a better or more attractive lifestyle choice nor imply that the success of a social occasion depends on the presence or consumption of alcohol.

The advertisement clearly states that life is more fun with wine (which undoubtedly is to be consumed), hence promoting drinking alcohol as a better lifestyle.

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

The Chair noted the Complainant's concern the advertisement was promoting alcohol as a better life-style choice.

Upon receipt of the complaint, the Advertiser has confirmed the advertisement has been withdrawn from its Facebook site and will not be run again.

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 – advertisement 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 days of receipt of this decision.