

<b>COMPLAINT NUMBER</b>	20/246
<b>ADVERTISER</b>	DB Breweries Limited
<b>ADVERTISEMENTS</b>	DB Export, Instagram
<b>DATE OF MEETING</b>	22 June 2020
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The DB Export instagram posts promote its "I'm drinking it for you" campaign which aims to encourage couples to choose DB Export's low carb beer as a romantic gesture for your other half. Advertisement 1 shows a couple in an embrace with the accompanying text "Another quiet night in? You don't need two hands for date night. #imdrinkingitforyou". Advertisement 2 shows the female standing in her section holding a beer with the accompanying text "Been putting off that DIY project? You don't need two hands to imagine that patio. #imdrinkingitforyou".

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

**Complaint:** These ads are implying that situations are improved by the presence of their alcohol and that alcohol consumption and DIY are safe.

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

**Principle 1:** Alcohol Advertising and Promotions shall observe a high standard of social responsibility.

**Guideline 1(b):** 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.

**Guideline 1(e):** Alcohol advertising and promotions shall not actively link alcohol with the use of potentially dangerous machinery or driving or any other hazardous or unsafe practices. Alcohol advertising and promotions may include sporting or other physical activities but shall not imply that those activities have been undertaken after the consumption of alcohol.

**Principle 2:** Alcohol Advertising and Promotions shall be consistent with the need for responsibility and moderation in alcohol.

**The Chair** noted the Complainant's concern the advertisements encouraged mixing DIY jobs and alcohol consumption and promoted social success as being dependent on alcohol.

The Chair said the likely consumer takeout of Advertisement 1 is that the couple are having a date night and incidentally drinking a low-carb beer. While the Chair acknowledged the genuine concerns of the Complainant, she said the advertisement did not suggest the success of the couple's "quiet night in" date night was dependent on the presence or

consumption of alcohol. The Chair said the advertisement did not reach the threshold to breach Principle 1 or Guideline 1(b) of the Code for Advertising and Promotion of Alcohol.

The Chair said in her view, Advertisement 2 did not promote the unsafe practice of linking DIY jobs and alcohol consumption. She said the advertisement does not go further than saying “imagine that patio” and does not imply the woman intends to begin the building project while or after drinking. The Chair ruled the advertisement had not breached Guideline 1(e) 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](http://www.asa.co.nz). Appeals must be made in writing via email or letter within 14 calendar days of receipt of this decision.