

COMPLAINT NUMBER	20/224
ADVERTISER	DB Breweries Limited
ADVERTISEMENT	DB Export Out of Home
DATE OF MEETING	27 July 2020
OUTCOME	Settled

Advertisement: The DB Export out of home advertisement promotes their Export Gold product. The advertisement shows a golden beer on an ocean background accompanied by the text "80% less carbs. I'm drinking it for you".

The Chair ruled the complaint was Settled.

Complaint: On 4th June 2020, members of the community drew our attention to an alcohol advertisement for DB Export on a billboard located on the corner of Khyber Pass Rd and Park Rd in Grafton, Auckland. The billboard is located directly across a major intersection from St Peters College, which occupies the corner of Khyber Pass Rd and Mountain Rd in Grafton. Prior to and after school, this area becomes crowded with students from St Peters College and nearby Auckland Grammar School as they access Grafton train station and other bus routes and amenities in Newmarket. Details of the billboard are appended at the end of this letter.

Principle 3 of the Code for Advertising and Promotion of Alcohol states:

Alcohol advertising and promotions shall be directed at adult audiences. Alcohol advertising and promotions shall not be directed at minors nor have strong or evident appeal to minors in particular. This applies to both content and placement.

Given the placement of the billboard in very close proximity to St Peters College, and nearby to Auckland Grammar School, we submit that this placement is inconsistent with Principle 3 of the Code for Advertising and Promotion of Alcohol. The placement of the billboard also raises concerns around social responsibility. We request that the Complaints Board Chair determine whether the advertisement should also be considered under Principle 1 of the Code for Advertising and Promotion of Alcohol.

We refer to recent decisions 20/006 and 20/043 as being relevant to this complaint.

We note that the DB Export billboard at the corner of Khyber Pass Rd and Park Rd is directly opposite St Peters College, and is clearly visible to students transiting through the major intersection of Khyber Pass, Park Rd, and Mountain Rd. We also note that this site has a history of hosting alcohol advertisements.

We submit that placing alcohol advertisements in close proximity to schools is inconsistent with a high standard of social responsibility, and ask that the Complaints Board consider whether this advertisement breaches the advertising codes referred to above. We ask that the Complaints Board seek a response from the media company along with the alcohol company

The relevant provisions were Code for Advertising and Promotion of Alcohol - Principle 1, Principle 3;

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

Principle 3: Alcohol Advertising and Promotions shall be directed at adult audiences. Alcohol Advertising and Promotions shall not be directed at minors nor have strong or evident appeal to minors in particular. This applies to both content and placement.

The Chair noted the Complainant's concerns about the location of the advertisement.

The Chair noted the Advertiser agreed to remove the advertisement.

Given the Advertiser's co-operative engagement with the process and the self-regulatory action taken in removing the advertisement, the Chair said it would serve no further purpose to place the matter before the Complaints Board.

The Chair ruled that the complaint 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 calendar days of receipt of this decision.