

COMPLAINT NUMBER	21/039
ADVERTISER	Asahi Beverages (NZ) Ltd
ADVERTISEMENT	Long beach Vodka Cinema
DATE OF MEETING	9 February 2021
OUTCOME	No Grounds to Proceed

Advertisement: The Long White vodka cinema advertisement showed four people taking a summer car trip. Two 10-packs of Long White vodka are packed in the back of their car with bags and other supplies. The advertisement concludes at the holiday home with food and drinks at the end of the day.

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

Complaint: I was shocked to see that alcohol is being advertised at 12.30pm a time at which there were children under the age of 18 watching the film. There was an advert for Heineken followed by Long Beach Vodka. Shouldn't alcohol only be advertised after 9pm if at all?

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

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 an alcohol advertisement was played at the cinema when children under 18 were present.

The Chair noted the advertisement for Long White vodka was played at a screening of the movie *Wonder Woman 1984* which is rated M: Suitable for Mature Audiences 16 years and over. A Jack Daniels advertisement was also screened.

The Chair said according to information provided by the media company that manages cinema advertising, Val Morgan, they only schedule alcohol advertisements with titles where they anticipate at least 75% of the audience will be aged 18 or over. They don't schedule alcohol advertisements with any movies appealing to younger audiences and they take particular care scheduling advertising during school holidays. According to available data/ 90.5% of the average audience for *Wonder Woman 1984* in New Zealand was aged 18+.

The Chair noted the Complainant referred to restricting alcohol advertisements to play after 9pm. The Chair confirmed the 8.30pm watershed restriction only applies to alcohol advertising on television. Cinema advertising is scheduled using movie ratings and audience estimates, not timing.

The Chair said the advertisement had been targeted at an adult audience and had not been directed at minors. While acknowledging the concern the advertisement caused the Complainant, the Chair ruled the advertisement was not in breach of Principle 3 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. Appeals must be made in writing via email or letter within 14 calendar days of receipt of this decision.