

COMPLAINT NUMBER	21/171
ADVERTISER	Lion Beer Spirits & Wine (NZ) Limited
ADVERTISEMENT	Steinlager, Digital Marketing
DATE OF MEETING	28 June 2021
OUTCOME	No Grounds to Proceed

Advertisement: The digital marketing advertisement on the New Zealand Herald's website is a brand sponsorship advertisement from Steinlager. Steinlager have sponsored a series of stories posted on the website called "New Zealand's Finest". One article is titled "How the national anthem in Māori changed NZ", featuring Dame Hinewehi Mohi.

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

Complaint: I would like to make a formal complaint under: Guideline 1 (g) Alcohol advertising and promotions shall not cause widespread or serious offence, taking into account prevailing community standards, context, audience, medium and product.

This is in regard to the New Zealand Herald - Brand Insight piece titled: How the national anthem in Māori changed NZ, that is sponsored by Steinlager on the following link - <https://www.nzherald.co.nz/brand-insight/how-the-national-anthem-in-maori-changed-nz/LABZ3IZJCHBBY4RTYDL45JBZJM/>

I think it reflects poorly on the NZ Herald by allowing a Alcohol Company to sponsor a segment that highlights such an important event in our countries history regarding the point in which Te Reo was first used sing our National anthem at a significant sporting event. An event that truly did have a massive impact on the place of Te Reo for Aotearoa, New Zealand.

Steinlager is a foreign owned company who like most businesses are mainly interested in selling more of their product for profit.

Considering the negative implications that alcohol has on our society and the disproportionate burden that alcohol places on Māori communities in particular it is disappointing that the NZ Herald has allowed this event to be branded by an alcohol company.

I hope that this advert be removed asap from the NZ Herald website and appreciate the consideration of this complaint by the ASA.

The relevant provisions were Code for Advertising and Promotion of Alcohol - Principal 1, Guideline 1 (g)

CODE FOR ADVERTISING AND PROMOTION OF ALCOHOL

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

Guideline 1(g): Alcohol advertising and promotions shall not cause widespread or serious offence, taking into account prevailing community standards, context, audience, medium and product.

The Chair noted the Complainant was concerned it was inappropriate to have an alcohol brand sponsoring an article about an historic New Zealand event.

The Chair carefully reviewed the content and said the likely consumer takeout of the alcohol advertisement was Steinlager is promoting its brand by associating it with positive events in New Zealand's history, such as the national anthem being sung in Te Reo Māori for the first time by Dame Hinewehi Mohi at the 1999 Rugby World Cup.

The Chair noted Steinlager has the brand tagline "New Zealand's Finest". The Chair said the Code did not prevent the Advertiser making a link with its brand to the notion of New Zealand pride and achievement.

While acknowledging the Complainant found the association inappropriate, the Chair said it was not in breach Principle 1 or Guideline 1(g) 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.