

<b>COMPLAINT NUMBER</b>	21/262
<b>ADVERTISER</b>	Glacial
<b>ADVERTISEMENT</b>	Glacial Instagram
<b>DATE OF MEETING</b>	12 July 2021
<b>OUTCOME</b>	Settled

**Advertisement:** The Instagram post on the Glacial NZ account shows the hand of a person pouring Glacial product into a red plastic cup. Five red cups are arranged in a V-shape behind, and another red cup and two other cans of Glacial product are visible in the periphery of the shot. The accompanying caption states "Bitta pong with @glacial.nz" and credits "@tawhiowalford" with the image.

**The Chair ruled the Complaint was Settled.**

**Complaint:** This complaint relates to an alcohol advertisement for Glacial Hard Seltzer posted on the Instagram account of Glacial NZ:  
<https://www.instagram.com/p/CJkOYv9JEYL/>

Details of the advertisement are appended at the end of this letter. The advertisement was posted on January 3, 2021 on the Glacial NZ Instagram account.

Guideline 2b of the Code for Advertising and Promotion of Alcohol states:  
*Alcohol advertising and promotions shall not feature, imply, condone or encourage irresponsible or immoderate drinking. That applies to both the amount of drink and the way drinking is portrayed.*

The image in the advertisement shows a person pouring a can of Glacial product into a plastic cup. This cup is part of a group of cups set up in a triangular arrangement commonly used for the drinking game beer pong. Two other cans of Glacial product can also be seen in the photo. The associated caption reads:  
*Bitta pong with @glacial.nz @tawhiowalford #GlacialDrinks #VodkaSeltzer @Summer*

We submit that the image of alcohol being poured into cups arranged in this fashion, along with the caption "Bitta pong with @glacial.nz" makes it clear that beer pong is being or is about to be played.

Beer pong is a well known drinking game where opponents attempt to bounce a ping pong ball into a cup at their opponents end of the table, requiring that person to drink the alcohol it contains. That cup is removed from the table and a winner is declared when someone eliminates all of their opponents cups. Large amounts of alcohol are commonly consumed when playing this game and it is often consumed quickly as opponents try to win.

We submit that this advertisement implies, condones and encourages irresponsible and immoderate drinking of alcohol by implying, condoning and encouraging the use and consumption of Glacial products in the drinking game beer pong, and therefore is inconsistent with Guideline 2b of the Code for Advertising and Promotion of Alcohol.

We ask that the Complaints Board consider whether this advertisement breaches the advertising guideline referred to above, and whether this advertisement has observed a high standard of social responsibility.

#### **Procedural note**

The Alcohol Advertising and Promotion Code came into force effective 1 July 2021 for all advertisements including those recently posted on social media prior to that date. The complaint was made about an advertisement posted when the Code for Advertising and Promotion of Alcohol was still in force. Unfortunately, there was some delay before the secretariat were successful in contacting the Advertiser. The Advertiser was therefore asked to respond to the complaint under the Alcohol Advertising and Promotion Code

**The relevant provision was the Alcohol Advertising and Promotion Code - Principle 1, Rule 1(c).**

**Principle 1: Social Responsibility-** Alcohol Advertising and Promotion must be prepared and placed with a high standard of social responsibility to consumers and society.

**Rule 1(c): Alcohol Consumption** – Alcohol Advertising and Promotion must demonstrate responsibility and low risk Alcohol consumption.

**The Chair** noted the Complainant's concern that the advertisement portrays irresponsible or excessive consumption of alcohol by depicting a drinking game.

The Chair acknowledged the Advertiser had removed the advertisements after receiving the complaint. The Advertiser also reached out to the influencer to request that the content be removed from their account.

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

The Chair ruled the matter 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](http://www.asa.co.nz). Appeals must be made in writing via email or letter within 14 calendar days of receipt of this decision.