



COMPLAINT NUMBER	21/409
ADVERTISER	DB Breweries Limited
ADVERTISEMENT	Club Seltzer Youtube
DATE OF MEETING	20 October 2021
OUTCOME	Settled

Advertisement: The DB Breweries advertisement shown on YouTube promotes the new flavour of Club Setter Seltzer, Peach and Passionfruit. The video shows a group of people drinking the seltzer by a pool with text stating "the club has a new member" and highlighting "97 cal", "5% alc/vol" and "low in sugar". The final shot is of a "NEW" mixed 6 pack.

The Chair ruled the Complaint was Settled.

Complaint: While I was eating dinner this evening my 7 year old daughter was watching one of her favourite YouTube channels on our living room television. At approximately 7:48pm (May 4th, 2021) an advertisement for Club Setter Seltzer appeared. About 3 minutes later another shorter advertisement for Club Setter Seltzer appeared. I was not able to get a photograph or video of the advertisements which appeared while watching the popular 123Go! LIVE channel.

The video being viewed at the time the advertisements were shown was:

https://youtu.be/LjO_RymISoW

The title of the video is "WHAT IF YOUR BFF IS A ZOMBIE! || Funny Zombie Pranks by 123Go! LIVE

I request the Advertising Standards Authority consider this complaint under the relevant codes, principles, rules, and guidelines.

I further request that the Advertising Standards Authority explain how they intend to prevent my children and other children across New Zealand from being served up these alcohol advertisements. This is the first time I have complained about my daughter seeing alcohol advertising on YouTube via our television, but it is not the first time alcohol advertising has been served to my children via children's content on YouTube - there have been several previous instances of this happening in the past year.

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

The Chair noted the complainant was concerned the advertisement was not socially responsible in terms of its timing and placement and its content .

The Chair acknowledged the Advertiser had removed the advertisement after receiving the complaint and noted its response:

DB is committed to upholding a high standard of social responsibility in all its advertising and promotions. We take particular care when preparing advertisements and promotions and in relation to the placement of that content.

Although the Club Setter Seltzer advertisement is no longer live, we fully investigated this complaint in relation to Principle 1, Rule 1 (a): The timing and placement of Alcohol Advertising and Promotion must target Adult audiences.

As an initial point, we agree with the complainant that minors should not be served content that promotes or advertises alcohol.

Given our commitment to targeting adult audiences, through our media agency – Dentsu, DB already employs a range of measures to exclude minors from viewing alcohol advertising via online platforms. In the context of YouTube, these measures include alcohol advertising is only served to individuals where information on their age is available, and where this information indicates that they are 18 years of age or older (eg they have logged in via an account);

- if no age information is available (eg if the age is not declared or the account is not logged in), alcohol advertising will not be served against content;
- we have prepared and filed a list of individual channel exclusions;
- we have prepared and filed a list of category exclusions;
- we have prepared and filed a list keyword exclusions;
- Google applies content labels and applies alcohol categorisation to advertisements during their review process. This is layered with any additional backend knowledge of individual channels that Google has.

All settings used by Dentsu were recommended by Google specifically for DB as an alcohol advertiser.

In terms of the alcohol advertisement in question, we can confirm that the advertisement was correctly identified during Google's manual review process as being an alcohol advertisement. Further, Google confirmed that:

“... the advertiser and supporting agency have complied with Google’s alcohol policy, including adding additional levels of safety that exclude a number of content channels / themes. Content creators have the ability to include age gating recommendations and in this instance it doesn’t appear that they are categorized as a creator of strictly kids content.”

In summary, it appears that this advertisement was shown during the ‘WHAT IF YOUR BFF IS A ZOMBIE! || Funny Zombie Pranks by 123Go! LIVE’ video because:

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- The minor was using a device that was logged in as someone who was of legal drinking age;
- The content was not caught by the category, keyword and channel exclusion lists employed by DB;
- The channel 123Go! LIVE has not been categorised as a creator of strictly kids' content.

Despite the steps we take to restrict exposure of alcohol advertising to minors in online environments, we continue to work with our media agency partner and social media and other online platform providers to ensure that we take advantage of developing technological functionality to further reduce this risk.

We also continue to evolve our exclusion lists to reduce the risk of our advertisements being played during content targeted at underage audiences. (We can confirm that we have added all variations of 123Go! to our list of excluded channels.)

Given the above information regarding targeting controls and steps taken in response to this complaint, as well as the fact that this campaign has now ended, we request this complaint be considered: Settled.

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 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. Appeals must be made in writing with notification of the intent to appeal lodged within 14 calendar days of receipt of the written decision. The substantive appeal application must be lodged with the ASA within 21 calendar days of receipt of the written decision.