

COMPLAINT NUMBER	22/026
ADVERTISER	Lion
ADVERTISEMENT	Bacardi, Billboard
DATE OF MEETING	14 February 2022
OUTCOME	No Grounds to Proceed

Advertisement: The Lion billboard for Bacardi shows a woman wearing sunglasses, smiling and holding a cocktail. Behind her is a frame of palm leaves and an image of another woman holding a cocktail next to others who are out of the frame. A Bacardi bottle is shown on the right-hand side of the billboard, next to the words "DO WHAT MOVES YOU".

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

Complaint: I saw this billboard on the 2nd of February, 2022, and I can see it breaks the code of Rule 1(d) Alcohol effects, ii. where it enhances the popularity, attractiveness and confidence of the young women in the advertisement. I would strongly attest to this, in the middle of a pandemic especially, when more and more young people would be drinking alcohol to deal with some of the associated issues such as despair, hopelessness, and isolation. To make it seem attractive during this time, is just going to perpetuate those problems and frighten victims and families who are also struggling during the pandemic more so. It also shows that to have a good time and be attractive you have to drink which actually is not always safe, and does not support the safety of young people either. People need positive, healthy and safe images and advertisements during this time, otherwise it supports and perpetuates the problems in the community resulting from the pandemic, and can create alcohol addictions as well as more alcohol consumption exacerbating problems for those who have to be at home more often due to the pandemic as well - especially victims and those who are vulnerable. And, it supports more and more unhealthy and unsafe environments and behaviours when young people have enough to deal with facing possibly the rest of their lives with coronavirus, and climate change. For children too, who are growing up they need hope and a more safe and healthy world to live in, when there are more negative circumstances to be concerned about, and the resulting mental health issues including more anxiety, fear and hopelessness.

The relevant provisions were Alcohol Advertising and Promotion Code, Principle 1- Social Responsibility, Rule 1(d)

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 (d) Alcohol effects: Alcohol Advertising and Promotion must not portray or suggest that the effects of consuming Alcohol can improve or enhance a situation or any personal attributes.

The Chair noted the Complainant was concerned the advertisement was irresponsible to portray drinking alcohol as a way of enhancing the popularity, attractiveness and confidence of a young woman, particularly in a pandemic environment.

The Chair said the likely consumer takeout of advertisement would be a group of people showing what “moves them”, in a high energy style static image. While the Chair acknowledged the genuine concerns of the Complainant, she said the advertisement did not reference COVID-19 or suggest the participants would not be equally involved in the festivities without the presence or consumption of alcohol.

The Chair noted that alcohol advertising is permitted to show consumption in a social setting on the condition the creative is prepared and placed with a high standard of social responsibility.

The Chair said the advertisement did not reach the threshold to breach Principle 1 or Rule 1(d) of the Alcohol Advertising and Promotion Code

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 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.