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| COMPLAINT NUMBER | 21/531 |
| ADVERTISER | Grins NZ |
| ADVERTISEMENT | Grins Instagram |
| DATE OF MEETING | 16 March 2022 |
| OUTCOME | Settled |

Advertisement: The Instagram post on the @grinsnz account is captioned, "You may be wondering where the inspiration for our can illustration came from. Let us paint you a picture". The content is a video which shows an image of a dog in clothes waving, with headshots of the three business owners, sportsmen Stephen Donald, Danian McKenzie and Anton Lienert-Brown underneath.

The Chair ruled the Complaint was Settled.

Complaint: Have you seen the new alcohol Brand Grins? Founded and being heavily promoted by All Blacks Damien McKenzie and Anton Lennaet Brown. Firstly the product name itself implies mood behaviours from alcohol. Secondly using famous all blacks who are hero's of the young to promote it on social media to everyone (not just those over 18) is so bad. Feels like these RTDs brands are going backwards and towards the old days of beer advertising, given they are not owned by the big lions and Db of the world who are more "responsible" in their marketing.

The relevant provisions were Alcohol Advertising and Promotion Code Principle 1 and Advertising Standards Code Principle 1, Rule 1 (a) and Rule 1(b)

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(a) Targeting Adults – Timing and placement: The timing and placement of Alcohol Advertising and Promotion must target Adult audiences

Rule 1(b) Targeting Adults – Content: The content of Alcohol Advertising and Promotion must target Adults.

The Chair noted the Complainant was concerned that showing All Blacks to promote an Alcohol brand was socially irresponsible.

The Chair accepted the complaint to go before the Complaints Board to consider whether the Advertising Standards Code had been breached. As part of the self-regulatory process, Advertisers and Media have the option of amending or removing their advertising to comply with the Advertising Codes

Upon receipt of the complaints, the Advertiser removed the posts related to the advertisement the also acknowledged the Instagram stories however these are no longer active.

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 – advertisement removed**

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.