

COMPLAINT NUMBER	22/127
ADVERTISER	Grins NZ
ADVERTISEMENT	Grins NZ Instagram
DATE OF MEETING	12 May 2022
OUTCOME	Settled

Advertisement: The Grins NZ Instagram post shows six images.

Image 1: two men leaning over the side of a boat, one holding a Grins can and the fin of a fish;

Image 2: three men in a coastal landscape, each holding Grins cans;

Image 3: a man posing next to a large fish, with a Grins can perched in the fish's gill;

Image 4: a fish next to the side of the boat, with a Grins can in its mouth;

Image 5: a fishing line shown attached to a man in the water holding a Grins can;

Image 6: a close up of a Grins can on a boat with the sunset in the background.

The accompanying caption states: "Grins is proven to bring in a decent catch 🐟🍷".

The Chair ruled the Complaint was Settled.

Complaint: This complaint concerns the advertising of Grins drinks on the company's Instagram account.

Rule 1e of the Alcohol Advertising and Promotion Code states the following:

However, an Instagram post appears to show (or gives the impression of) the consumption of Grins drinks whilst boating and fishing. This water sport, when combined with alcohol use, can be considered unsafe. Research shows a high proportion of boating-related drownings involve alcohol.

The photos can be found at <https://www.instagram.com/p/CabTlqxr-ao/>

I ask that the Complaints Board consider whether this advertisement breaches Principle 1 of the Code.

The relevant provisions were Principle 1, Rule 1(e) of the Alcohol Advertising and Promotion Code.

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(e): Safety: Advertisements must not, unless justifiable on educational or social grounds, encourage or condone dangerous, illegal or unsafe practices, or portray situations which encourage or condone a disregard for safety.

The Chair noted the Complainant was concerned the advertisement promoted irresponsible behaviour with an alcohol product, in breach of the Alcohol Advertising and Promotion Code.

The Chair accepted the complaint to go before the Complaints Board to consider whether the Alcohol Advertising and Promotion Code had been breached.

As part of the self-regulatory process, Advertisers have the option of amending or removing their advertising to comply with the Advertising Codes.

Upon receipt of the complaint the Advertiser removed the post and confirmed it would not be used in the future. 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.

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.