

Alcohol Advertising Review Board

Determination Report

Reference number: 796/19
Product: Furphy
Advertiser: Lion

The complaint is **upheld**.

28 August 2019

This determination by the Alcohol Advertising Review Board Panel (“the Panel”) concerns an advertisement for Furphy by Lion which was the subject of a complaint received on 24 July 2019.

The Advertisement

The advertisement was seen on a bus stop on Charles Street in North Perth, WA, on Thursday 18 July 2019.

The advertisement featured an image of a bottle of Furphy Refreshing Ale. Large text above the bottle stated “YOU CAN DRINK ONE WHILE YOU TELL ONE”. Text in the bottom left corner stated “IT’S NO FURPHY”.

The Complaint

The complainant believes the advertisement contravenes the Code. The complainant stated:

“I saw this ad on a bus stop on Charles St in North Perth. It’s a busy road, and anyone - including kids - would see the ad.”

The Code

The advertisement was reviewed against the Code, and in particular:

Section (7) of the Placement Code:

7. Transport advertising

No Alcohol Advertisements shall be placed on any means of public transport.

No Alcohol Advertisements shall be placed at any train, tram, bus or ferry stops.

The Advertiser’s Comments

The Advertiser was contacted for comment on 24 July 2019. No response was received.

Panel’s determination

The complaint was referred to three Panel members for review. The Panel determined:

1. The advertisement contravened section (7) of the Placement Code, on the basis that the advertisement was placed on a bus stop.

The complaint is **upheld**.

Further action

The Alcohol Advertising Review Board requests the Advertiser cease using public transport-related locations to advertise their products due to likely exposure of young people.