

Alcohol Advertising Review Board

Determination Report

Reference number: 808/19
Product: Jacob's Creek
Advertiser: Pernod Ricard Australia

The complaint is **upheld**.

8 November 2019

This determination by the Alcohol Advertising Review Board Panel ("the Panel") concerns an advertisement for Jacob's Creek by Pernod Ricard Australia, which was the subject of a complaint received on 17 October 2019.

The Advertisement

The advertisement was seen on the Qantas in-flight entertainment system before G and PG rated films on flight QF580 from Perth to Sydney at 3.50pm on Tuesday 15 October 2019. The complainant provided several images of the advertisement:

- Image 1 showed the Jacob's Creek advertisement on the in-flight entertainment system. The advertisement featured people standing in a field with a view of a lake. Text over the image stated: "Jacob's Creek Bring your Australian". Text in the bottom right and left corners of the image was not legible in the image provided.
- Image 2 showed the range of Disney films available on the Qantas in-flight entertainment system, including Aladdin, Snow White and the Seven Dwarfs, Bambi, Alice in Wonderland, Peter Pan, and Lady and the Tramp.
- Image 3 showed the range of family films available on the Qantas in-flight entertainment system, including The Secret Life of Pets 2, Aladdin, Pokémon Detective Pikachu, Nancy Drew and the Hidden Staircase, Snow White and the Seven Dwarfs, and Bambi.

The Complaint

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

"Alcohol advertisements are being screened before G and PG rated movies across Qantas' suite of movies, including those within their "Disney" and "Family" movie menus. It is inappropriate to expose children to alcohol advertisements. It is not permitted on land and there is no conceivable reason why different rules should apply in the air. Regulatory frameworks need to protect children from alcohol advertising in all contexts."

The Code

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

Section (1)(i) of the Placement Code:

1. Placement: General

Alcohol Advertisements should not be placed:

- (i) in places or at broadcast times where Young People are exposed or are likely to be exposed.

The Advertiser's Comments

The Advertiser was contacted for comment on 18 October 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 (1)(i) of the Placement Code, on the basis that it was placed before a children's movie. A Panel member commented that the placement is particularly problematic because parents aren't able to completely supervise what their children are watching during a flight and rely on the children's entertainment section to occupy their children with appropriate content.

A Panel member commented that they would like to see a large organisation such as Qantas be amendable to implementing measures to prevent alcohol advertising from being placed before children's movies in the future.

The complaint is **upheld**.

Further action

The Alcohol Advertising Review Board requests the Advertiser cease the placement of alcohol advertisement on in-flight entertainment systems due to the likely exposure of young people to the advertising.