

**Alcohol Advertising Review Board**

**Determination Report**

**Reference number:** 813/19  
**Product:** VB and Wild Turkey  
**Advertiser:** Coles Group

The complaint is **upheld**.

**19 December 2019**

This determination by the Alcohol Advertising Review Board Panel (“the Panel”) concerns an advertisement for VB and Wild Turkey by Liquorland which was the subject of a complaint received on 28 October 2019.

**The Advertisement**

The complaint was in relation to Wild Turkey and VB Liquorland promotions seen on the exterior of the Liquorland store at Aspley Hypermarket shopping centre in Queensland on 30 September 2019 and 3 October 2019.

The first promotion featured images of Polaroid film with photos from New Orleans on them. Large text across the top stated “WIN A TRIP TO NEW ORLEANS BOURBON ST”. Smaller text underneath stated “YOU & A MATE – 7 NIGHTS – FLIGHTS & ACCOMODATION + TOUR”. At the bottom of the promotion was an image of three Wild Turkey products and a Gourmet Traveller gift voucher. Text on the left stated “PLUS 100 x \$100 GOURMET TRAVELLER GIFT VOUCHERS TO BE WON”. Terms and conditions in small font were along the bottom of the promotion.

The second promotion featured an image of a bottle of Victoria Bitter. Text across the top stated “CLASSIC COLLECTABLES FRIDGE MAGNETS COLLECT ALL 12” and “BUY A CASE TO START YOUR COLLECTION”. Larger text underneath stated “PLUS 1 IN 4 WINS INSTANTLY”. Small text below stated “YEAR OF BEER – 2020 NRL FINALS SERIES TICKETS – 2020 NRL GRAND FINAL PACKAGE - \$15 VICTORIA BITTER STORE E-VOUCHERS”. Small terms and conditions were along the bottom of the promotion. There was a Liquorland logo in the bottom right corner.

**The Complaint**

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

“Victoria Bitter and Wild Turkey bourbon

Advertising panel on the exterior of Liquorland store at the front entrance to a shopping centre Aspley Hypermarket shopping centre, 30/09/19 and 3/10/19

Both advertisements show the alcohol products in conjunction with incentives to purchase: Victoria Bitter - buy a case to receive fridge magnets and win a free supply of alcohol, tickets to sporting events and store vouchers. Wild Turkey bourbon - spend \$40 or more to enter a draw to win a trip to New Orleans or Gourmet gift cards.

The advertisements offer inducements to purchase the products - the opportunity to win additional alcohol/sports tickets/vouchers/overseas trip - which may encourage increased consumption. The prominent position of the ads at the main entrance to a busy shopping centre provides high exposure to young people and offers incentives that may appeal to them and influence them to buy the products. This seems to be a breach of the 1. Placement: general section of the Code.”

### **The Code**

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

Section (3)(a)(i) of the Content Code:

3. General provisions:

a. Compliance

i. Alcohol Advertisements must be prepared with a sense of responsibility to the audience and to society and must reflect the spirit, not merely the letter, of the Code.

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 1 November 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 (3)(a)(i) of the Content Code, on the basis that the advertisement offered inducements to purchase alcohol, which a Panel member believed in turn would increase consumption. A Panel member commented that there is no recognition by the Advertiser that alcohol is not like other products, and should not be promoted like any other product.
2. The advertisement contravened section (1)(i) of the Placement Code, on the basis that the Panel believed young people would be exposed to it.

The complaint is **upheld**.

**Further action**

The Alcohol Advertising Review Board requests the Advertiser take the Alcohol Advertising Review Board Code into consideration for future advertisements, and cease the placement of alcohol advertisements in locations where young people are likely to be exposed.