

**Alcohol Advertising Review Board**

**Determination Report**

**Reference number:** 814/19  
**Product:** Great Northern Brewing Co  
**Advertiser:** CUB

The complaint is **upheld in part**.

**19 December 2019**

This determination by the Alcohol Advertising Review Board Panel (“the Panel”) concerns an advertisement for Great Northern Brewing Co by CUB which was the subject of a complaint received on 20 October 2019.

**The Advertisement**

The advertisement was seen on bus stops on Kedron Brook Road, Wilson and Webster Road, Chermiside in Queensland.

The advertisement featured an image of rocks and large hill with blue sky. On top of the rocks were three people, one who is reaching their hand out to assist another. Text across the top stated “THE BEER from UP HERE”. There were two bottles of Great Northern Brewing Co beer in the bottom right corner.

**The Complaint**

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

“Great Northern Brewing Co beer  
advertising panel on bus stop shelter  
Bus stop on Kedron Brook Road, Wilston and bus stop at Webster Road, Chermiside QLD  
The ad shows three people bush walking in mountain country across a rocky section of a waterhole. The text reads: The beer from up here. The same advertisement on the website has the caption "The beer for up here". <https://www.greatnorthern.com.au/>  
1, Location at a bus stop - Placement code part 7 Transport advertising 2. Linking the product to an outdoor physical activity that requires a degree of care and that young people would engage in - Content code section 4h. Although this ad does not suggest consuming the product during the activity, the variation in wording on the website version of the same ad does.”

**The Code**

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

Section (4)(h) of the Content Code:

4. Alcohol-specific provisions:

h. Operation of vehicles, skilled activity, sport

Alcohol Advertisements may not portray Alcoholic Beverages in such a way as to associate the product with the operation of any vehicle or with any activity requiring a significant degree of skill, care or mental alertness, including sporting and physical activities.

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 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 bus stop advertisement did not contravene section (4)(h) of the Content Code, on the basis that the majority of the Panel did not believe the advertisement suggested undertaking the skilled activity of climbing while consuming the beer product.
2. 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 in part**.

### **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.