

**Alcohol Advertising Review Board**

**Determination Report**

**Reference number:** 815/19  
**Product:** Jim Beam  
**Advertiser:** Beam Suntory

The complaint is **upheld**.

**19 December 2019**

This determination by the Alcohol Advertising Review Board Panel (“the Panel”) concerns an advertisement for Jim Beam by Beam Suntory which was the subject of a complaint received on 11 November 2019.

**The Advertisement**

The advertisement was seen on the track at the Supercars event, at Parnell Place, Newcastle East, NSW in the week ending on 7 November 2019. The advertisement was a large Jim Beam logo on a white background on a hoarding on the edge of the track.

**The Complaint**

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

“Good afternoon. I have been out walking this morning and saw a huge sign advertising Jim Beam liquor on Parnell Place, Newcastle East NSW an area inside what is known as ‘the track’ in what is known as the event Supercars.  
I consider this a breach, as young people will see this, and gain an understanding that the association of drinking alcohol and driving fast is normal. I am horrified that this massive signage has been erected, and more so as children who sadly are living in the suburb, walk past this sign on their way to and from school, and will pass it frequently every day. I am writing as a considering professional person. I am a registered nurse, and cannot see why this advertisement should be allowed. The Community knows of the risks and dangers of drink driving, and we should not have to fight an uphill battle to teach our children and young people to behave sensible around liquor and driving any longer.”

**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;

Section (9) of the Placement Code:

9. Sponsorship

Alcohol Advertisements shall not appear at cultural or sporting events that appeal or are likely to appeal to Young People.

**The Advertiser's Comments**

The Advertiser was contacted for comment on 12 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 (1)(i) of the Placement Code, on the basis that the Panel believed the advertisement was highly likely to be seen by young people.
2. The advertisement contravened section (9) of the Placement Code, on the basis that the advertisement was displayed on a Supercar track, which is a sport that has appeal to young people.

Several Panel members commented that the association between a motor racing sport and alcohol is highly inappropriate and conveys a poor message to young people.

The complaint is **upheld**.

**Further action**

The Alcohol Advertising Review Board requests the Advertiser cease the sponsorship of sport due to the likely exposure of young people.