

Alcohol Advertising Review Board

Determination Report

Reference number: 797/19
Product: Canadian Club
Advertiser: Beam Suntory

The complaint is **upheld**.

18 September 2019

This determination by the Alcohol Advertising Review Board Panel (“the Panel”) concerns an advertisement for Canadian Club by Beam Suntory which was the subject of a complaint received on 31 July 2019.

The Advertisement

The television advertisement was seen during the West Coast Eagles v North Melbourne AFL game on Saturday 27 July 2019 around 2.45pm.

A photo of the advertisement was provided by the complainant. The photo showed an image of a carton of Canadian Club Dry on a mountain in a pile of snow. Next to the carton was a blue and white patterned sweater. To the left was the text “Canadian Club Bad Sweater”. Small text in the bottom left corner stated “Purchase a specially marked 24 pack to redeem. Limited to the first 3,500 claims received online.” In the bottom right corner was a Drink Smart logo.

The Complaint

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

“The Canadian Club 'Bad Sweater' ad was during the West Coast Eagles v North Melbourne AFL game on Saturday. I wasn't able to get a video, but I snapped this picture at the end. It was around 2.45pm. Given the number of kids that are likely to be watching the game on TV, I don't think it's appropriate for alcohol ads to be shown.”

The Code

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

Section (2) of the Placement Code:

2. Television (free to air and pay TV)

Alcohol Advertisements shall not be broadcast between 5am and 9pm.

The Advertiser's Comments

The Advertiser was contacted for comment on 1 August 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 (2) of the Placement Code, on the basis that it was broadcast on television between 5am and 9pm. A Panel member commented that the West Coast Eagles v North Melbourne AFL game on Channel 7 was rated 13th most viewed show nationally on that day.¹

The complaint is **upheld**.

Further action

The Alcohol Advertising Review Board requests the Advertiser cease the placement of alcohol advertisements on television when young people are likely to be exposed.

¹ Available from: <https://tvtonight.com.au/2019/07/saturday-27-july-2019.html>