

Alcohol Advertising Review Board

Determination Report

Reference number: 798/19
Product: Furphy
Advertiser: Lion

The complaint is **upheld**.

1 October 2019

This determination by the Alcohol Advertising Review Board Panel (“the Panel”) concerns an advertisement for Furphy by Lion which was the subject of a complaint received on 13 August 2019.

The Advertisement

The advertisement was seen on Shaw Road in Wavell Heights, Queensland, on 6 August 2019.

The advertisement featured an image of a bottle of Furphy Refreshing Ale on a blue background. Large text above the bottle stated “THE ALE THAT DRINKS LIKE A LAGER”. Text in the bottom left corner stated “IT’S NO FURPHY”.

The Complaint

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

“Furphy Ale

Advertising panel on the side of a bus shelter

Shaw Road, Wavell Heights on 6 August; also in multiple other locations in adjacent suburbs

The advertisement shows a bottle of Furphy ale, with the caption 'The ale that drinks like a lager'.

The main issue with the advertisement is the location at a bus stop. It is a short distance from a large sporting complex where playing fields are used regularly by schools for sports activities, but not directly visible from the sports fields. This specific bus stop location frequently displays alcohol advertising, however the Furphy ale ad is also on a number of other bus stop shelters in neighboring suburbs, so currently has high exposure.”

The Code

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

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 15 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 (7) of the Placement Code, on the basis it was placed on a bus stop. A Panel member commented that the advertisement was situated in a public place accessible to young people and with very high visibility for young people using public transport.

The complaint is **upheld**.

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.