

Alcohol Advertising Review Board

Determination Report

Reference number: 800/19
Product: Dan Murphy's
Advertiser: Endeavour Drinks Group

The complaint is **upheld**.

3 October 2019

This determination by the Alcohol Advertising Review Board Panel ("the Panel") concerns an advertisement for Dan Murphy's by Endeavour Drinks Group which was the subject of a complaint received on 6 September 2019.

The Advertisement

The advertisement was seen around 6.30pm on Friday 30 August 2019 on St George's Terrace, near Howard Street, in the Perth CBD, WA.

The advertisement featured a bottle of wine, a bottle of Jameson, and another bottle of spirits that was not discernible in the photo provided by the complainant. Above the bottles was text that stated "This Father's Day GET DAD SOMETHING MORE CLEAN-CUT THAN ANOTHER SHAVING KIT". There was a Dan Murphy's logo at the top of the advertisement, next to the text "LOWEST LIQUOR PRICE GUARANTEE* If we find a lower price, we beat it". Along the bottom of the advertisement was "FREE PICK UP in-store in 30 minutes", "METRO DELIVERY IN UNDER 2 HOURS Standard delivery applies outside metro areas", and "www.DanMurphys.com.au".

The Complaint

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

"Dan Murphy's bus stop ad seen on St George's Terrace, near Howard Street on Friday 30 August 2019 at around 6.30pm.

I believe children and young people would have been exposed to the ad, with it being placed in the Perth CBD on a busy Friday night. I also have concerns about the promotion of alcohol in association with Father's Day."

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 6 September 2019. A response was received on 10 September 2019 and passed on to the Panel for consideration. The Advertiser declined to participate in the Alcohol Advertising Review Board process.

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 that the advertisement was placed on a bus stop.

A Panel member also expressed concern about the content of the advertisement, noting that the promotion of alcohol in place of a traditional Father's Day gift normalises alcohol.

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.