

**Alcohol Advertising Review Board**

**Determination Report**

**Reference number:** 802/19  
**Product:** Matilda Bay Frothy  
**Advertiser:** CUB

The complaint is **upheld in part**.

**7 October 2019**

This determination by the Alcohol Advertising Review Board Panel (“the Panel”) concerns an advertisement for Matilda Bay Frothy by CUB which was the subject of a complaint received on 13 September 2019.

**The Advertisement**

The advertisement was seen on the AFL iPhone app on Friday 6 September 2019.

The advertisement featured an image of a can of Matilda Bay Frothy against a blue and white background. Text next to the can stated “GRAB A FROTHY FOR THE FOOTY”. In the bottom right corner was a “For people over the age over 18 only” logo.

**The Complaint**

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

“This ad for Frothy beer was placed on the official AFL iPhone app when I was looking up the scores from the Friday night final on 6 Sept. It links alcohol with football, and is highly likely to be seen by young people. Our sports need to get rid of alcohol promotion, it's not a healthy association.”

**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 (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;

### **The Advertiser's Comments**

The Advertiser was contacted for comment on 13 September 2019. No response was received.

### **Panel's determination**

The complaint was referred to three Panel members for review. The Panel determined:

1. The advertisement did not contravene section (4)(h) of the Content Code, on the basis that the Panel believed the advertisement associated alcohol consumption with watching AFL, not with playing the sport. A Panel member commented while the brand is clearly trying to foster an association with AFL, they did not believe that the content of the ad itself was portrayed beer as a product to be used when actually playing football.
2. The advertisement contravened section (1)(i) of the Placement Code, on the basis that the Panel believed the advertisement was placed on an app which is likely to be popular with children and young people. A Panel member commented that given the AFL app is freely available for young people to download and has an age rating of 12+ years,<sup>1</sup> young people are highly likely to have been exposed to the ad.

The complaint is **upheld in part**.

### **Further action**

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

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<sup>1</sup> Available from: <https://apps.apple.com/au/app/afl-live-official-app/id415427158>