

Alcohol Advertising Review Board

Determination Report

Reference number: 809/19
Product: [yellow tail]
Advertiser: Casella Family Brands

The complaint is **upheld**.

10 December 2019

This determination by the Alcohol Advertising Review Board Panel (“the Panel”) concerns an advertisement for [yellow tail] by Casella Family Brands which was the subject of a complaint received on 23 October 2019.

The Advertisement

The complaint was in relation to the “Hot Chicken Fries // Presented by [yellow tail]” video on the BuzzFeed Tasty YouTube channel. The complainant provided a screenshot of the video at the 5 second mark. It featured a close up of the label on a bottle of [yellow tail] Chardonnay. There was a [yellow tail] logo at the bottom of the screen.

The Complaint

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

“The video very pointedly displays alcohol, spending a long time panning up the bottle and making the product and brand clear. However there is no age restrictions for viewing this video and it can, and likely will be, displayed on all social media platforms where young people will likely be exposed. Being an American company they don't have to adhere to our regulations and thousands of (young) Australians will be exposed to this ad.”

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

The Advertiser’s Comments

The Advertiser was contacted for comment on 30 October 2019. While the Advertiser indicated they would respond, 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 children and young people were likely to be exposed to the alcohol promotions in the video. A Panel member commented that while there is no suggestion that the content of the BuzzFeed Tasty YouTube channel is focused on children and teenagers under 18 years of age, the Alcohol Advertising Review Board Code applies to young people under the age of 25. They believed it is reasonable to say that persons under 25 could subscribe to the BuzzFeed Tasty channel, and that young people are likely to be exposed to any alcohol advertising on it.

The complaint is **upheld**.

Further action

The Alcohol Advertising Review Board requests the Advertiser cease the promotion of alcohol in YouTube videos where children and young people are likely to be exposed.