

Alcohol Advertising Review Board

Determination Report

Reference number: 816/19
Product: Corona Ligera
Advertiser: CUB

The complaint is **upheld**.

16 January 2019

This determination by the Alcohol Advertising Review Board Panel (“the Panel”) concerns an advertisement for Corona Ligera by CUB which was the subject of a complaint received on 5 December 2019.

The Advertisement

The advertisement was seen in Kardinya Park Shopping Centre in Kardinya, WA, on 2 December 2019 around 6.30pm.

The advertisement featured an image of a six pack of Corona Ligera in a cart. The background of the advertisement was sand and palm trees. Large white text in the middle of the advertisement stated “WHEN THE LIGHT IS RIGHT 3.2% AVB”. In the bottom right corner was a “FOR PEOPLE OVER THE AGE OF 18 ONLY”.

The Complaint

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

“Seen in Kardinya Park Shopping Centre, Kardinya WA, on Tuesday 2 December at around 6.30pm. Children and young people going to this shopping centre would have been exposed to the alcohol ad, especially given the pretty pictures of the beach. While some of the shops in the image are closed, the supermarket was still open at that time and children shopping with parents would have seen it.”

The Code

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

Section (1) 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 9 December 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 (1)(i) of the Placement Code, on the basis that the advertisement was placed in a shopping centre where young people are likely to be exposed. A Panel member noted that this location would likely be frequented by children and young people.

The complaint is **upheld**.

Further action

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