

**Alcohol Advertising Review Board**

**Determination Report**

**Reference number:** 765/19  
**Product:** Wild Turkey  
**Advertiser:** Campari Australia

The complaint is **upheld**.

**3 April 2019**

This determination by the Alcohol Advertising Review Board Panel (“the Panel”) concerns an advertisement for Wild Turkey by Campari Australia which was the subject of a complaint received on 11 March 2019.

**The Advertisement**

The advertisement was seen at Event Cinemas in Whitfords, WA prior to the screening of the movie Captain Marvel, rated PG, on Sunday 10 March 2019 at 3.20pm.

The advertisement opens on the actor Matthew McConaughey walking towards the camera. It is night time, and behind him is a building with fireworks coming off it. There is a close up of him holding a bottle of Wild Turkey. In a voiceover, Matthew McConaughey says “We didn’t set out to make a hit.” He walks towards a building and smiles at a car that is driving past. There is a close up of speakers moving to the beat of music, and then Matthew McConaughey comes into focus in the background. He walks past a club with groups of people waiting out the front and people dancing inside. He walks past a woman on the street on her phone. When she passes him, he turns around and smiles at her. He says in a voiceover “We just sang our song”. There are close ups of the bottle of Wild Turkey in his hand. He walks up to a campfire where a man is sitting. The man by the fire starts singing the song playing in the background. There is a close up of the bottle of Wild Turkey being opened and poured into a glass with ice in it. The voiceover says “Real bourbon, no apologies.” The two men cheers their glasses together. The voiceover says “Wild Turkey. It’ll find you.” That text is also superimposed over the scene of the two men by the campfire.

**The Complaint**

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

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“The Matthew McConaughey - Sang Our song commercial played

<https://www.youtube.com/watch?v=QNpfJNaRPGo> (or similar variation for cinema)

The screening ad of the prior to a PG 13 rated movie is a breach of the placement code - Item 4.

Cinema: Alcohol advertising may only be played in R18+ films.

There were numerous children (13 and younger) in the audience.  
This was in Gold Class cinema, where alcohol is available.”

### **The Code**

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

Section (4) of the Placement Code:

#### **4. Cinema**

Alcohol Advertisements may only be shown during R18+ films.

### **The Advertiser’s Comments**

The Advertiser was contacted for comment on 12 March 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 (4) of the Placement Code, on the basis that the advertisement was placed prior to the screening of the Captain Marvel film rated PG. A Panel member commented that typically Gold Class cinemas require patrons to be 18 years or older to attend due to the service of alcohol, however children may still attend if accompanied by an adult. They believed that the promotional impact of the advertisement on an audience likely to include children, including through celebrity endorsement, is likely to be high.

The complaint is **upheld**.

### **Further action**

The Alcohol Advertising Review Board requests the Advertiser restrict their advertising to films rated R18+, to reduce exposure to young people.