

Alcohol Advertising Review Board

Determination Report

Reference number: 768/19
Product: Carlton Draught
Advertiser: CUB

The complaint is **upheld**.

11 April 2019

This determination by the Alcohol Advertising Review Board Panel (“the Panel”) concerns an advertisement for Carlton Draught by CUB which was the subject of a complaint received on 20 March 2019.

The Advertisement

The advertisement was a promotion for the television show The Front Bar shown throughout the Sunrise Show on Channel 7, on 20 March 2019.

The complainant provided nine screenshots of The Front Bar promotion on the Sunrise Show. The screenshots featured The Front Bar hosts sitting behind a bar. Carlton Draught bar runners were on the table, and each host had a glass of beer in front of them. In one of the screenshots, a man standing behind a bar with a beer tap next to him is visible in the back right corner.

The Complaint

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

“Sponsorship of a television show

Regularly throughout the 20 March Sunrise Show on Channel 7

From when the show started at 5.30am until the segment started at around 7.50am, there were regular promos for the Front Bar show. The promos and the actual segment contained strategically placed glasses of Carlton Draft.

Alcohol was repeatedly promoted on national television in the morning and at a time when large numbers of children and young people were likely to be watching.

This form of advertising is bypassing existing regulations by being presented in the guise of news and entertainment. This loophole needs to be closed and broadcasters need to be soundly criticised for engaging in this type of sneaky alcohol promotion.”

The Code

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

Section (2) of the Placement Code:

2. Television (free to air and pay TV)

Alcohol Advertisements shall not be broadcast between 5am and 9pm.

Section (9) of the Placement Code:

9. Sponsorship

Alcohol Advertisements shall not appear at cultural or sporting events that appeal or are likely to appeal to Young People.

The Advertiser's Comments

The Advertiser was contacted for comment on 21 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 (2) of the Placement, on the basis that the promotion for alcohol was aired between 5am and 9pm. A Panel member commented that the prominent placement of alcohol advertising in a breakfast program was likely to be seen by children and young people.
2. The advertisement contravened section (9) of the Placement Code, on the basis that majority of the Panel believed The Front Bar is a sports show about AFL that is sponsored by a beer brand, and the promotion was likely to be watched by many sports-loving children and young people. A Panel member believed it was inappropriate for The Front Bar to advertise alcohol.

The complaint is **upheld**.

Further action

The Alcohol Advertising Review Board notes that this is the third complaint regarding The Front Bar television program. The Alcohol Advertising Review Board requests the Advertiser cease the promotion of alcohol through The Front Bar television program in line with the Panel's determination in reports ref 536/16 and 541/19.