

**Alcohol Advertising Review Board**

**Determination Report**

**Reference number:** 769/19  
**Product:** Qantas Wine  
**Advertiser:** Qantas

The complaint is **upheld**.

**3 May 2019**

This determination by the Alcohol Advertising Review Board Panel (“the Panel”) concerns an advertisement for Qantas Wine by Qantas which was the subject of a complaint received on 2 April 2019.

**The Advertisement**

The complaint was in relation to a promotion for Qantas Wines in an email sent to a Qantas Frequent Flyer member on Tuesday 2 April 2019.

The email subject line was “[Name removed], how will you reward yourself this April?”. The email featured numerous Qantas Frequent Flyer promotions. Under the heading “More ways to redeem points” was the smaller heading “Refresh your wine collection”. The text below stated:

“Save up to 56% off Sauvignon Blanc when you use your points. Including Aussie and NZ favourites: Bird in Hard, Forest hill, Framingham and more”.

**The Complaint**

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

“Qantas wine collections

email

the email was sent 2 April, 2019

See attached PDF

My son turned 18 eight weeks ago. Qantas is emailing him to suggest that he “Refresh his Wine Collection”. This is completely inappropriate given that a freshly minted 18 year old should not have an existing wine collection and organisations should not promote alcohol to teenagers.”

**The Code**

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

Section (3)(a)(i) of the Content Code:

3. General provisions:

- a. Compliance
  - i. Alcohol Advertisements must be prepared with a sense of responsibility to the audience and to society and must reflect the spirit, not merely the letter, of the Code.

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 3 April 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 (3)(a)(i) of the Content Code, on the basis that the majority of the Panel believed the advertiser had not prepared the advertisement responsibly. One Panel member commented that the advertisement was embedded in an email that was sent to all Qantas Frequent Flyer members and included promotions for a variety of non-alcohol related items. However, the majority of the Panel believed that while the content of the email itself was only marginally problematic, the point that it was sent to an 18 year old is a problem.
2. The advertisement contravened section (1)(i) of the Placement Code, on the basis that the majority of the Panel believed that the email was directly sent to a young person, and they could not avoid exposure.

The complaint is **upheld**.

**Further action**

The Alcohol Advertising Review Board requests the Advertiser cease sending email promotions featuring alcohol to young people under the age of 25 years.