

Alcohol Advertising Review Board

Determination Report

Reference number: 772/19
Product: Thirsty Camel QLD
Advertiser: Thirsty Camel QLD

The complaint is **upheld**.

21 May 2019

This determination by the Alcohol Advertising Review Board Panel (“the Panel”) concerns an advertisement for Thirsty Camel QLD which was the subject of a complaint received on 12 April 2019.

The Advertisement

The complaint was in relation to a post on the Thirsty Camel QLD Facebook page, seen at <https://www.facebook.com/ThirstyCamelQLD/photos/a.139082186156717/2196295520435363/?type=3&theater>.

The post featured an image of the Captain Morgan pirate, holding a sword and with his foot up on a barrel. Next to him was a can of Captain Morgan & Cola, and a glass filled with Captain Morgan & Cola, lime, and ice. Large text at the top stated “NEW BARREL SERVE”. Along the bottom of the advertisement was text that stated “THE CAPTAIN WITH LESS COLA”. Underneath was a “Get the facts DrinkWise.org.au” logo. The caption of the Facebook post stated:

“The Captain has come back from his adventure amongst the seven seas to bring you the NEW Captain Morgan Barrel Serve. With less cola and at 9% these are sure to put some wind in your sails. Head on down to your local Thirsty Camel Bottleshop for a taste. Savvy.”

The Complaint

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

“I believe this post is irresponsibly promoting alcohol consumption. The emphasis on 'less cola' and 9% alcohol, along with the phrase 'there are sure to put some wind in your sails', encourages alcohol intoxication.”

The Code

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

Section (4)(b)(ii) of the Content Code:

4. Alcohol-specific provisions:
 - b. Consumption

- ii. Alcohol Advertisements must not feature, condone or encourage, directly or by implication, irresponsible or immoderate drinking. That applies to both the amount of alcohol presented and the way drinking is portrayed.

Section (4)(c)(ii)(3) of the Content Code:

4. Alcohol-specific provisions:

- c. Change in mood and/or success
 - ii. Alcohol Advertisements must not suggest that the consumption or presence of alcohol beverages may create or contribute to a significant change in mood or environment and, accordingly, must not:
 - 3. refer to the feeling and effect caused by alcohol consumption or show or convey the impression, by behaviour or comporment, that the people depicted in the message are under the influence of alcohol

The Advertiser's Comments

The Advertiser was contacted for comment on 12 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 (4)(b)(ii) of the Content Code, on the basis that the Panel believed the advertisement encouraged irresponsible or immoderate drinking.
2. The advertisement contravened section (4)(c)(ii)(3) of the Content Code, on the basis that the Panel believed the advertisement referred to the feeling and effect caused by alcohol consumption.

The complaint is **upheld**.

Further action

The Alcohol Advertising Review Board requests the Advertiser remove the Facebook post immediately, and take this determination report into account in relation to future advertising.