

Alcohol Advertising Review Board

Determination Report

Reference number: 779/19
Product: Iron Jack
Advertiser: Lion

The complaint is **upheld**.

29 May 2019

This determination by the Alcohol Advertising Review Board Panel (“the Panel”) concerns an advertisement for Iron Jack by Lion which was the subject of a complaint received on 6 May 2019.

The Advertisement

The advertisement was seen on a phone box in a carpark off Canning Highway in Melville, WA, on Thursday 2 May 2019.

The advertisement featured an image of a man in a button up shirt and cowboy hat drinking from a bottle of Iron Jack. There was an image of a bottle of Iron Jack in the bottom left corner. Large text at the top of the advertisement stated “THIRST CRUSHING REFRESHMENT”. Text along the bottom of the advertisement stated “AUSTRALIAN LAGERS”. Underneath in smaller text was “Get the facts: DrinkWise.org.au”.

The Complaint

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

“Seen Thurs 2 May at the main carpark entrance to Melville Plaza shopping centre, off Canning Hwy. Just inside the car park is a popular playground for kids outside restaurants. Are Telstra phone boxes allowed to be plastered with beer ads?”

The Code

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

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 6 May 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 majority of the Panel believed the advertisement was placed where young people would be exposed.

The complaint is **upheld**.

Further action

The Alcohol Advertising Review Board requests the Advertiser cease the placement of advertisements in locations where young people are likely to be exposed, including around shopping centres.