

**Alcohol Advertising Review Board**

**Determination Report**

**Reference number:** 780/19  
**Product:** Dan Murphy's  
**Advertiser:** Endeavour Drinks Group

The complaint is **upheld**.

**29 May 2019**

This determination by the Alcohol Advertising Review Board Panel ("the Panel") concerns an advertisement for Dan Murphy's by Endeavour Drinks Group which was the subject of a complaint received on 14 May 2019.

**The Advertisement**

The advertisement was sent to the complainant's email by an investment app, Raiz. The email stated:

"Hey [name removed],  
We're introducing In-Store Raiz Rewards for Dan Murphy's!  
Head into a Dan Murphy's store between 1/5/19 – 7/5/19 and make a purchase of min. \$200 (inclusive of GST) to earn 2.8% of your purchase price invested back into your Raiz account.  
To activate this offer you must go to 'Dan Murphy's In-Store' in the Raiz Rewards section of the app and click 'LINK CARD HERE'."

**The Complaint**

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

"The advertisement was emailed to me by an investment app that I use, with them offering a return in to your portfolio if you spend at least \$200. Peculiarly, the ad was associated with Mothers Day.  
Encouraging people to spend \$200 or more in one purchase is ridiculous. Such a large amount of alcohol could be purchased for this amount and it endorses drinking at high levels for a reward."

**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.

### **The Advertiser's Comments**

The Advertiser was contacted for comment on 15 May 2019. A response was received on 16 May 2019 and passed on to the Panel for consideration. The Advertiser declined to participate in the Alcohol Advertising Review Board process.

### **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 majority of the Panel believed that offering a reward for spending \$200 at a liquor retail outlet could encourage people to purchase alcohol in large amounts, which may encourage them to drink in larger amounts than they otherwise would.

The complaint is **upheld**.

### **Further action**

The Alcohol Advertising Review Board requests the Advertiser cease the use of promotions that could encourage the purchase of large quantities of alcohol in line with the Panel's concerns.