

Alcohol Advertising Review Board

Determination Report

Reference number: 785/19
Product: BWS
Advertiser: Endeavour Drinks Group

The complaint is **upheld**.

4 July 2019

This determination by the Alcohol Advertising Review Board Panel (“the Panel”) concerns advertisements for BWS by Endeavour Drinks Group which was the subject of a complaint received on 7 June 2019.

The Advertisement

The complaint was in relation to BWS advertisements in the Halls Head Central Shopping Centre in Halls Head, WA.

The image provided by the complainant was taken in the hallway of the shopping centre. There was a Bob the Builder children’s ride to the left, and a ‘Maxi Claw’ prize game machine to the right. On the wall behind the games were three large BWS posters promoting wine, beer, and spirit specials.

The Complaint

The complainant believes the advertisements contravene the Code. The complainant stated:

“27 May 2019. Halls Head Shopping Centre - 14 Guava Way Halls Head. In the entrance to the shopping centre near childrens games

3 x large BWS posters mounted on the wall amongst the children's games at the entrance to this shopping centre.

These very visual advertisements are directly within the children's zone at the entrance to the shopping centre. There is a Bob the Builder ride-on digger and a teddy bear prize game, which are both surrounded by the advertising.

Section 1(i) of the Placement Code.”

The Code

The advertisements were reviewed against the Code, and in particular:

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 10 June 2019. No response was received.

Panel's determination

The complaint was referred to three Panel members for review. The Panel determined:

1. The advertisements contravened section (1)(i) of the Placement Code, on the basis that the Panel believed the advertisements were placed in an area where children would be exposed.

The complaint is **upheld**.

Further action

The Alcohol Advertising Review Board requests the Advertiser remove the advertisements immediately due to the likely exposure of young people.