

Alcohol Advertising Review Board

Determination Report

Reference number: 786/19
Product: BWS
Advertiser: Endeavour Drinks Group

The complaint is **upheld**.

5 July 2019

This determination by the Alcohol Advertising Review Board Panel (“the Panel”) concerns an advertisement for BWS by Endeavour Drinks Group which was the subject of a complaint received on 12 June 2019.

The Advertisement

The advertisement was seen at the Southern Cross train station (Spencer Street entrance) in Melbourne CBD on Wednesday 12 June 2019.

The advertisement was placed inside the Southern Cross train station on either side of the sliding doors. It featured an orange background with a row of wine bottles along the bottom. Large text in the middle of the advertisement stated “The range of a wine region, without the drive to one.” A grey circle with the text “65 new reds” was in the top left corner. A BWS logo with the text “How convenient” underneath it was in the bottom left corner. Small text underneath stated “Availability may vary by store. Always drink responsibly.”

The Complaint

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

“I’d like to make a complaint about an alcohol ad at Southern Cross train station in the Melbourne CBD. The ad was placed on fixed signs either side of the entrance on Spencer St. This is an exceptionally busy train station and many children and young people would see the ads.”

The Code

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

Section (7) of the Placement Code:

7. Transport advertising

No Alcohol Advertisements shall be placed on any means of public transport.

No Alcohol Advertisements shall be placed at any train, tram, bus or ferry stops.

The Advertiser's Comments

The Advertiser was contacted for comment on 13 June 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 (7) of the Placement Code, on the basis that the advertisement was placed at a train station. A Panel member commented that Southern Cross station is one of the busiest stations in Melbourne and has many children passing through every day on their way to school or on family outings, so there would be high exposure to the ad.

The complaint is **upheld**.

Further action

The Alcohol Advertising Review Board requests the Advertiser cease using public transport-related locations to advertise their products due to likely exposure of young people.