

Alcohol Advertising Review Board

Determination Report

Reference number: 788/19
Product: Hahn Ultra Crisp
Advertiser: Lion

The complaint is **upheld in part**.

25 July 2019

This determination by the Alcohol Advertising Review Board Panel (“the Panel”) concerns an advertisement for Hahn Ultra Crisp by Lion which was the subject of a complaint received on 21 June 2019.

The Advertisement

The advertisement was seen on television during the French Open on SBS at 9.59pm on 3 June 2019, as well as on a bus stop in Willoughby, Sydney 2068 – along the 340 bus route operated by Sydney Buses.

The complainant provided an image of the television advertisement. The television advertisement opens on a man walking at night down a street holding a six pack of Hahn Ultra Crisp. The man takes off his hood and instead of having a human head, there is a boxing glove. As he is walking, he removes the boxing glove and there is a soccer ball in its place. The soccer ball bounces on the ground and there is a television with aerobics playing in place of the man’s head. The man gets on a bus. He removes the television and it is replaced by a bicycle wheel. The man gets off the bus and his head has now been replaced with a hand holding weights. The man walks into a crowded bar. He walks to the bar and puts his six pack of Hahn Ultra Crisp into a box of ice filled with other bottles of Hahn Ultra Crisp. He stands next to a man who has a skateboard instead of a head. The men pull out bottles of Hahn Ultra Crisp and open them. They have human heads again. The advertisement finishes on a bottle of Hahn Ultra Crisp on the bar. Next to the bottle is the text “LOWER CARB” and “GLUTEN FREE”. There is a “ULTRA GOOD INSIDE” logo on the right. Small text in the bottom right corner states “35% LESS CARBS THAN REGULAR BEER” next to a “Get the facts DrinkWise.org.au” logo.

The Complaint

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

“Hahn's Ultra Crisp beer

TVC on free-to-air TV, and poster on bus stop (Sydney)

TVC - on SBS during French Open and poster on bus stop (north Sydney) both in June 2019

Poster has a picture of the beer with large text 'Ultra good inside', smaller text 'lower carb gluten free full strength'

TVC = <https://www.youtube.com/watch?v=rKQEk86PZ58>

Accuracy and truth and health

The ad text says 'ultra good inside' which implies that this beer is a good choice. However alcohol is a class 1 carcinogen, therefore marketing Hahn ultra crisp as 'ultra GOOD inside' is misleading.

Just because it is gluten free, and lower carb - does not make it a healthier product. Utilising the gluten free/low carb fad to position full strength beer as a healthy option is socially irresponsible. Alcohol should not be aligned with health claims. This misinformation has a substantial influence on the general public.

An article in AdNews states that Hahn are trying to position their product into the 'health and wellbeing category' - this is not ethical and is a sneaky marketing tactic to convince the general public to continue drinking alcohol in a declining market.

I didn't get a chance to take a picture of the poster on the bus stops that I seen (location Willoughby, Sydney 2068 – along the 340 bus route operated by Sydney Buses), however I have attached a copy of the exact ad from an article.

You can find a link to the TCV in the below article.

<http://www.adnews.com.au/news/thinkerbell-reveals-first-work-for-new-hahn-beer-brand>

It was during the French Open, channel SBS, 9.59pm on 3rd June”

The Code

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

Section (3)(b) of the Content Code:

3. General provisions:

b. Accuracy and truth:

- i. Alcohol Advertisements must not contain inaccurate Claims, statements, illustrations or representations, either direct or implied, about a Product.
- ii. The accuracy and/or truth of an Alcohol Advertisement will be determined by the overall general impression it conveys.

Section (4)(j) of the Content Code:

4. Alcohol-specific provisions:

j. Health claims

Alcohol Advertisements may give factual statements about product contents, including comparisons, but must not make any health claims, which include fitness or weight control claims.

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 21 June 2019. No response was received.

Panel's determination

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

1. The television advertisement contravened section (3)(b) of the Content Code, on the basis that the majority of the Panel believed that the ad represented the product in such a way that most lay people would perceive the product as a healthy drink, even outside of the alcohol category. A Panel member commented that the term 'ultra good inside' could be easily confused with 'good on the inside', which has positive connotations with health.
2. The television advertisement did not contravene section (4)(j) of the Content Code, on the basis that the Panel did not believe any health claims had been made. A Panel member commented that the advertiser is making a nutrition content claim, which is a different type of claim to a health claim, which would usually reference a disease or health condition; the low carb claim refers to nutritional content of carbohydrate in the beer.
3. The bus stop advertisement contravened section (7) of the Placement Code, on the basis that the majority of the Panel believed the alcohol ad was placed on a bus stop, in clear contravention of this provision.

The complaint is **upheld in part**.

Further action

The Alcohol Advertising Review Board requests the Advertiser modify the television advertisement in line with the Panel's concerns, and cease using public transport-related locations to advertise their products due to likely exposure of young people.