

Alcohol Advertising Review Board

Determination Report

Reference number: 789/19
Product: BWS
Advertiser: Endeavour Drinks Group

The complaint is **upheld**.

15 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 25 June 2019.

The Advertisement

The complaint was in relation to a post on the BWS Facebook page (<https://www.facebook.com/BWS/photos/a.516606258431790/2258645887561143/?type=3&theater>).

The image was posted on 23 June 2019 and featured an orange background covered in white drawings of different drinks and related equipment, including champagne glasses, cans, corks, corkscrews and bottle openers. White text across the top of the image stated “Friends are better with wine.” The caption of the image stated:

“Work friends, gym friends. Any friends. Share a glass of red this Sunday with your mates with 25% Off ANY 6 bottles of wine.

Shop Now: <http://bit.ly/BWS-25OffWine>”

The Complaint

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

“I saw a BWS post with the phrase "Friends are better with wine". The caption implies that alcohol is necessary to enjoy time with friends, or that alcohol will improve the situation with friends. This message is reinforced by some of the comments on the post, such as "or beer or spirits" and "alcohol helps you put up with people".”

The Code

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

Section (4)(c)(i) of the Content Code:

4. Alcohol-specific provisions:
 - c. Change in mood and/or success

- i. Alcohol Advertisements must not imply that the presence or consumption of alcohol is in any way essential to the enjoyment of an activity or an event, or that it is essential to the success of a social occasion.

Section (4)(c)(ii)(1) of the Content Code:

4. Alcohol-specific provisions:

- c. Change in mood and/or success
 - ii. Alcohol Advertisements must not suggest that the consumption or presence of alcohol beverages may create or contribute to a significant change in mood or environment and, accordingly, must not:
 1. depict the consumption or presence of alcohol beverages as a cause of or contributing to the achievement of social acceptance, social status, or personal, business, social, sporting, sexual or other success;

The Advertiser's Comments

The Advertiser was contacted for comment on 25 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 (4)(c)(i) of the Content Code, on the basis that the majority of the Panel believed the advertisement implied that the presence or consumption of alcohol was essential to the enjoyment of an activity or an event. One Panel member commented that they didn't believe the post implied alcohol was 'essential', but did imply that alcohol improved situations. However, the majority of the Panel believed that in promoting that getting together with friends is better with alcohol, the post contravened this provision.
2. The advertisement contravened section (4)(c)(ii)(1) of the Content Code, on the basis that the Panel believed that the use of the word 'better' implied that alcohol is contributing to the success of social relationships.

The complaint is **upheld**.

Further action

The Alcohol Advertising Review Board requests the Advertiser remove the Facebook post immediately, and take this determination into account in relation to future advertising.