

Alcohol Advertising Review Board

Determination Report

Reference number: 790/19
Product: Stella Artois
Advertiser: CUB

The complaint is **upheld**.

25 July 2019

This determination by the Alcohol Advertising Review Board Panel (“the Panel”) concerns an advertisement for Stella Artois by CUB which was the subject of a complaint received on 2 July 2019.

The Advertisement

The advertisement was seen on a bus stop near Lang Park in Sydney, NSW on 25 June 2019.

The advertisement featured an image of a glass of Stella Artois. Large text above the glass stated “600 YEARS OF PRACTICE MAKES PERFECT.” Below in smaller text was “STELLA ARTOIS”. In the bottom left corner was a “FOR PEOPLE OVER THE AGE OF 18 ONLY” logo.

The Complaint

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

“Bus stop - Lang Park, Sydney City

Picture of beer in glass with text '600 YEARS OF PRACTICE MAKES PERFECT. STELLA ARTOIS'.

Breaches the placement code: 7. Transport advertising

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

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 2 July 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 on a bus stop.

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.