

Alcohol Advertising Review Board

Determination Report

Reference number: 792/19
Product: BWS
Advertiser: Endeavour Drinks Group

The complaint is **upheld**.

17 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 2 July 2019.

The Advertisement

The complaint was in relation to a BWS-branded van seen in Belmont, WA.

The front of the van was black with BWS and ‘ON DEMAND DRINKS DELIVERED ASAP’ logos on the bonnet. The side of the van visible in the images provided by the complainant was black and orange with large white text that stated “BRINGS WINE SWIFTLY”. On the right of the text was BWS and ‘ON DEMAND DRINKS DELIVERED ASAP’ logos.

The Complaint

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

“Please see these pics of a BWS Van.

Logo says Bring Wine Swiftly.

This is an example of poor alcohol advertising...a catchy logo for all to see. Kids, youth and vulnerable people.

Cars that deliver alcohol should not be plastered with enticing adverts. They should be plain in appearance.

Don't get me started on home delivery. Just another normalisation for kids and youth.

Please regard this as a complaint and link to kids seeing advertising, preying upon the vulnerable, normalisation and fun!”

The Code

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

Section (1)(i) of the Placement Code:

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 3 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 (1)(i) of the Placement Code, on the basis that the Panel believed that young people would be highly likely to be exposed to the branded van stating 'BRINGS WINE SWIFTLY'. A Panel member noted that branded vehicles have high visibility, both when they are stationary in car parks or being driven around.

The complaint is **upheld**.

Further action

The Alcohol Advertising Review Board requests the Advertiser cease the use of branded vehicles due to the likely exposure to young people.