



CASE REPORT

1. Complaint reference number	272/05
2. Advertiser	NSW Rugby Union Ltd (Tooheys New Cup)
3. Product	Leisure & Sport
4. Type of advertisement	TV
5. Nature of complaint	Violence Other – section 2.2
6. Date of determination	Tuesday, 11 October 2005
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The opening scenes in this television advertisement are taken from a game of rugby. The players are shown to pass the ball several times before one team member crosses the line, scoring a try. As he scores a try, an arm holding a can of Tooheys New beer is shown to enter the frame. A voiceover states: *“Here’s one for you, champion.”* The words: *“Rugby doesn’t get any closer”* appear in white font against a blue background. The Tooheys New Cup logo then appears.

THE COMPLAINT

Comments which the complainant/s made regarding this advertisement included the following:

“This disgraceful advertisement encourages excessive beer drinking and violence on the sporting field.”

THE ADVERTISER’S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

“The ad in question shows a player scoring a try and celebrating by raising his fist in the air. A spectator, who is also happy with the try, then offers him a Tooheys New beer. Exciting rugby action, friendly celebration. No hint of violence.”

“In addition, we show just one can of beer and we don’t even show it being drunk. This cannot, in any way, be seen as condoning “excessive beer drinking”...”

“Might I further point out that the ad in question is for a sponsored rugby union competition and not a beer...”

THE DETERMINATION

The Advertising Standards Board (“Board”) considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the “Code”).

The Board noted that the footage shown in the advertisement was taken from a football game. The Board considered that the game as played by the teams in the advertisement was not overly violent and reflected the style of play that might ordinarily be seen at a competition level. The Board further noted that no player was shown to suffer any injuries during the short sequence played.

The Board considered that this advertisement did not promote excessive beer drinking. The Board took into consideration that no player was shown to be drinking a beer and determined that the offer of a beer from a supporter was not an indication of nor an endorsement of excessive drinking on the

sporting field.

The Board found that the advertisement did not contravene the provisions of the Code relating to the portrayal of violence.

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.