



Case Report

1	Case Number	0043/12
2	Advertiser	Fosters Australia, Asia & Pacific
3	Product	Alcohol
4	Type of Advertisement / media	Billboard
5	Date of Determination	22/02/2012
6	DETERMINATION	Dismissed

ISSUES RAISED

2.6 - Health and Safety - Depiction of smoking/drinking/gambling

DESCRIPTION OF THE ADVERTISEMENT

Billboard shows a group of young people with beers in hand smiling and laughing. In the right corner of the billboard is a bottle of carlton dry. The text reads "Destiny is Calling, but beer is on the other line. Hello Beer"

THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

The ad is basically saying that instead of working towards the future young people should drink with buddies in the here and now.

I think the ad is highly irresponsible and the very antithesis of responsible drinking. As stated in the newspaper the billboard ad "encourages underage drinking drink-driving and the idea that young people should not strive to fulfil their aspirations but instead take to drinking."

The photo shown is of adult drinkers (i.e. not under age) and the people in the picture are NOT intoxicated NOR are they acting inappropriately. Perhaps because of this the advertisers could rebuke this complaint saying that it is responsible and completely in line with community and advertng standards.

Google search Carlton Dry's summer campaign and you'll read on the Facebook link to the company's Facebook's link" A beer for people who know who they are where they are going and that they are thirsty thirsty for Carlton dry!". Deceptive how this message is used in the social media channels BUT not on the billboard.

If the argument is about semantics (which it really is given that the headline and the overall message is what is being analysed) then consult a dictionary for an accurate meaning of the choice of words "destiny" as well as "but". You could say that destiny is really another way of talking about a person's fate. And where they have used BUT in this sentence then they are really implying "on the contrary". So if you analyse this and really think about it the message of the headline is in fact/could be argued "Fate is calling however on the contrary beer is on the other line ... hello beer". To complement the copywriter they have used a much more efficient and effective choice of words with destiny and but in the headline.

Does the message to their pictured target market confuse or contradict CSA messages from the Police Force or Dept of Health about the effects and statistics surrounding drink driving? I guess that is something for the Advertising Standards Bureau Board to consider.

The headline suggests a powerful message that young people should not strive to fulfil their aspirations but instead 'their destiny' is to take to drinking. Or rather for Carlton to increase sales for this brand this summer. Hard hitting messages would be important in the current economic climate. Or are they a desperate attempt to compete for market share? I'm not sure where Carlton sit in relation to this but I bet they do.

Carlton would have spent alot of money researching the psychology of their target market in the development of this headline. Carlton is CLEARLY suggesting for their market to choose beer drinking over young adults fate future and any dreams or aspirations. Who cares when you've had a few drinks with your mates? Any health professional will tell you that alcohol is the great inhibitor.

Carlton may want Australia's youth to have a predetermined course of events for as many people to drink as much as they can but surely as the Advertising Standards Bureau you have to really examine the meaning behind this headline and the direct effect on the next generation and the future of our nation?

Also if as Andy Meldrum suggests it's all about "saying hello to beer and goodbye to the mundane." Doesn't mundane mean "dull routine of this world". Surely by implication this is suggesting that the opposite of mundane then is to drink in excess that way it is not dull routine or of this world"?

Encouraging young people to ignore their destiny or dreams in favour of a beer is a very ignorant and socially damaging message...

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complainant/s regarding this advertisement include the following:

Carlton United Brewers (CUB) has an excellent advertising compliance track record. We take our obligations in relation to responsible marketing seriously and believe that the Carlton Dry advertisement (The Advertisement) in question does not breach any section of the AANA Code of Ethics.

The billboard advertisement was pre-vetted via the Alcohol Advertising Pre-vetting Scheme (application number 329/11 and approval number #11154). It is a picture of a gathering of adults facing the camera, with one member of the crowd lifted up by his friends in an act of well-spirited fun. The accompanying tagline is "destiny is calling but beer is on the other line." Also included is a single bottle shot of Carlton Dry (the bottle is closed), and the campaign slogan "hello beer". A few members of the group have one open beer, of which

only a portion has been consumed. All group members are over the age of 25 years and appear mature. None has clothing or other elements inconsistent with their age, and there is no facial expression or behaviour that can reasonably be argued to indicate intoxication. The campaign is aligned to a time of summer socialising, when reflection and fun with friends and family is occurring throughout Australia.

We believe the following point is important to make. We are confident that a reasonable person's perception of the word "beer" is one of refreshment and responsible consumption, as is common in social situations across all adult age groups. The presence of "beer" or product alone cannot be interpreted to mean excessive or unsafe consumption without other supporting cues, none of which is present in the advertisement in question.

RE section 2.6 of the AANA Code of Ethics.

The wording of section 2.6 of the Code provides for communication to be consistent with prevailing community standards on health and safety. The complainants raise issues with the advertisement in regards to drink driving due to the billboard's placement on a freeway. As there is no vehicle in the advertisement, or any suggestion that the persons in the advertisement have been or are about to drive/operate a vehicle, we argue that it is compliant with section 2.6 of the Code.

Carlton Dry is a fun, irreverent brand with broad consumer appeal. In essence this campaign balances the earnest concept of "Destiny" in a light-hearted and positive manner that is inline with community standards. The billboard is a simple communication and there is not enough content in the advertisement to uphold the complaints. We respect the complainants' views, however feel that they are subjective extrapolations of the content and not representative of the broad community view.

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 the complainants' concern that the advertisement encourages underage drinking, and suggests that people should drink instead of fulfilling their aspirations.

The Board viewed the advertisement and noted the advertiser's response.

The Board noted that the complaint about this advertisement would also be considered by the Alcohol Beverages Advertising Adjudication Panel against the Alcohol Beverages Advertising Code (ABAC) that contains alcohol specific advertising standards.

The Board considered whether the advertisement was in breach of Section 2.6 of the Code. Section 2.6 of the Code states: "Advertising or Marketing Communications shall not depict material contrary to Prevailing Community Standards on health and safety".

The Board noted that the advertisement depicts a group of people, three of whom are holding bottles of Carlton Dry, and that the text reads, "Destiny is calling but beer is on the other line."

The Board noted that the people in the advertisement are all clearly above the age of eighteen and considered that the advertisement does not present or encourage underage drinking.

The Board considered that the overall message of the advertisement was not clear and there were many possible interpretations of the wording. The Board noted that the advertisement does not state that you should always choose beer and considered that the advertisement does not depict material contrary to prevailing community standards on health and safety.

Based on the above, the Board determined that the advertisement did not depict material contrary to prevailing community standards on health and safety and did not breach Section 2.6 of the Code.

Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaint.