



Case Report

1	Case Number	0009/16
2	Advertiser	Carlton and United Breweries
3	Product	Alcohol
4	Type of Advertisement / media	TV - Free to air
5	Date of Determination	10/02/2016
6	DETERMINATION	Dismissed

ISSUES RAISED

- 2.6 - Health and Safety Unsafe behaviour
- 2.6 - Health and Safety Within prevailing Community Standards

DESCRIPTION OF THE ADVERTISEMENT

In this ad we follow a group of mates in different Queensland locations sharing a beer by floating a six pack down a river to one another.

We begin with one guy lowering a six pack into the stream, having taken a beer for himself. We watch as the beers are submerged and begin to float. He then joins his mates and whistles out as the beers drift downstream. We see the beers drift through the Queensland wilderness and into a small eddy.

Two guys are at their campsite with tents and a 4WD. One guy walks into the stream, reaches down and plucks the beers out of the water. They take a bottle each and put the remaining three beers back into the river.

We watch the three remaining bottles continue to drift downstream, out through the river mouth and into the ocean.

The beers are then swept up in a fishing net and pulled into a boat by three fishermen and the boat's captain. The three blokes raise their bottles to the direction of the river and mountains, saluting their friends.

We then cut back to the original guy taking a swig of beer. The Great Northern logo and super appears.

THE COMPLAINT

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

Great Northern Brewing Company advertisement promotes/suggests that outdoor men put glass bottles (containing beer) into streams and even over waterfalls or rapids to chill the beer. This would result in broken glass in pristine rivers and creeks where bare-footed children and adults swim and play. DANGEROUS, STUPID ADVERTISING!!

The idea of floating glass bottles down a running stream with numerous rocks which could break the glass sets a very bad example. In real life there is a high chance that the glass could be broken & pieces of glass sink to the bottom of the stream. Unfortunately the advert is likely to encourage other to do the same.

It promotes littering as it makes it look like it is ok to put beer bottles and 6 pack containers into a river.

A six pack of beer is being floated down the fast flowing river to people below and then on out the sea. This is irresponsible advertising as the beer will be smashed and people enjoying the great outdoors will be cutting themselves on jagged broken glass, not to mention sea creatures and children swimming.

THE ADVERTISER'S RESPONSE

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

The TVC has been played on free to air TV and social media throughout summer as part of an on-going campaign to connect the Queensland (QLD) brewed beer with its home state. The TVC is a fictional depiction of comradery in the Australian outback designed to celebrate the pristine wilderness of northern QLD. The concept follows eight mates sharing a six-pack across the Queensland landscape by floating the beers downstream to one another. The final scene shows the remaining three beers being fished out of the water and brought onto the boat. They are then enjoyed by three fishermen, with a fourth man visible as the designated boat driver.

By the end of the TVC there is no material left in the water and no depiction of littering. There is also no depiction of glass shattering and being left in the water as a community safety hazard. Each of the two men that place the beers in the stream show a clear understanding that the beers will be met by a recipient downstream.

We believe the footage is in line with prevailing community standards. We do not believe that this advertisement contravenes Section 2.6 of the Australian Association of National Advertisers (AANA) Code of Ethics by encouraging disregard for the environment or health and safety.

It is also important to note that throughout filming a number of steps were taken to minimise the risk of environmental impact. These included:

- the bottles of Great Northern depicted were recreated using plastic to ensure there was no risk of them breaking in the river;*
- when there was need to use real glass bottles they were firmly secured with durable fishing line attached to a puppeteering rod that was carefully handled by a crew member;*
- when filming occurred there was always a crew member in the river downstream to ensure the beer bottles were collected and there was no risk of them floating away;*
- filming locations were selected to enable for control over the different bottle rigs (e.g. strength of water current, water depth and terrain), if the rapids were too rough the 6-pack*

was photo shopped in to the scene during post production;

- all filming locations were granted permission in advance of filming and were accessed using roads or walking track to minimise impact on surrounding bushland; and*
- all equipment and rubbish was taken out at the end of shooting.*

It is our view that any reasonable person would understand this TVC is fictitious and has had special effects applied to it in order for the beers to successfully navigate down the river and out to sea.

CUB takes its commitments to responsible marketing very seriously. Not only do we have internal standards and processes that must be met but we also consider both the AANA Code of Ethics and the Alcohol Beverages Advertising Code (ABAC) when we are developing marketing collateral.

For the reasons stated above we do not believe the TVC breaches the AANA Code of Ethics. More broadly we also believe that the advertisement is compliant with the Code in its entirety. In support of this, there is a complete absence of violence, discrimination, nudity, obscene language, and any sexual themes.

This TVC was also independently pre-vetted in order to ensure its compliance with the industry advertising codes.

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 depicts glass bottles placed in a river which promotes littering and is irresponsible as well as potentially dangerous to both water creatures and swimmers.

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

The Board considered 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 this television advertisement depicts a six pack of beer in glass bottles being dropped in to a river and floating downstream being stopped by two men camping who remove two of the bottles then place the rest back in the water until they reach a fishing boat out at sea where they are retrieved by a fishing net.

The Board noted the complainants’ concerns that the advertisement depicts and encourages littering. The Board noted that beer bottles are dropped in to a river but considered that we then follow their journey where they are gradually removed from the water by the intended recipients. The Board noted that the scenario of beer being shared via waterways is clearly unrealistic and fanciful and considered that the advertisement would be very unlikely to encourage people to drop glass bottles in water or try and share items in a similar matter. The Board noted that all the bottles are shown to be removed from the water and considered that overall the advertisement does not depict, condone or encourage littering.

The Board noted the complainants’ concerns that the glass bottles could break and cause harm to any animals or people in the water. The Board noted that the advertisement depicts a very stylised and unrealistic scenario which has clearly been filmed in controlled conditions

and considered that the use of the bottles floating in the water is a narrative tool to highlight the concept of sharing and that it is clear that the bottles do not break or cause harm to any creature throughout the advertisement. The Board considered that most reasonable members of the community would recognise that this advertisement is presenting an unlikely scenario for the purpose of promoting their product and considered that the advertisement does not encourage or condone the placing of glassware in water.

The Board considered that the advertisement did not depict material contrary to Prevailing Community Standards on health and safety.

The Board determined that the advertisement 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 complaints.