



Case Report

1	Case Number	0029/16
2	Advertiser	Carlton and United Breweries
3	Product	Alcohol
4	Type of Advertisement / media	Internet - Social
5	Date of Determination	10/02/2016
6	DETERMINATION	Upheld - Modified or Discontinued

ISSUES RAISED

- 2.3 - Violence Cruelty to animals
- 2.6 - Health and Safety Within prevailing Community Standards

DESCRIPTION OF THE ADVERTISEMENT

The complaint relates to a user generated image, which was posted on the Carlton Dry Facebook page and subsequently re-posted on Facebook (31 October 2015) and Instagram (22 January 2016) by Carlton Dry. The image depicts a person holding a bottle of beer near a kangaroo's head while the kangaroo's arms are outstretched. This is accompanied by the caption, 'Kangabrew'.

The image was sourced from user generated content sent in by a fan to the Carlton Dry Facebook page. The image was then re-posted to the Carlton Dry Instagram with the hashtag 'SeizeTheDry' and to Facebook.

THE COMPLAINT

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

This advertisement suggests giving alcohol to animals. This is cruel and constitutes animal abuse. In no way does this need to be encouraged. The caption "Kangabrew" suggests the beer is made for kangaroos, which may also encourage people to give beer to other animals for a laugh, again, this is animal cruelty.

THE ADVERTISER'S RESPONSE

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

Thank you for your recent correspondence in relation to complaint reference number 0029/16.

The complaint relates to a user generated image, which was posted on the Carlton Dry Facebook page and subsequently re-posted on Facebook (31 October 2015) and Instagram (22 January 2016) by Carlton Dry. The image depicts a person holding a bottle of beer near a kangaroo's head while the kangaroo's arms are outstretched. This is accompanied by the caption, 'Kangabrew'.

Please note the image has been removed from the Carlton Dry Instagram and Facebook page.

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 complainant's concern that the advertisement suggests that giving alcohol to animals is acceptable.

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

The Board considered whether the advertisement was in breach of Section 2.3 of the Code. Section 2.3 states: "Advertising or Marketing Communications shall not present or portray violence unless it is justifiable in the context of the product or service advertised".

The Board noted that this advertisement was placed on the advertiser's Instagram page and features a photograph of a small kangaroo reaching out to hold a bottle of beer.

The Board noted the complainant's concern that offering alcohol to an animal is cruel and amounts to animal abuse. The Board noted the advertiser's response that the advertisement contains user-generated content but considered that its placement on the advertiser's Instagram page means that the advertiser is responsible for all content on that page. The Board noted that the advertiser had confirmed that this image has now been removed from their social media sites.

The Board noted that most members of the community would be aware that alcohol should never be given to an animal and considered that whilst the image and tagline of 'kangabrew' are clearly meant to be humorous, in the Board's view a depiction of an animal being handed a bottle of beer does amount to animal cruelty.

The Board determined that the advertisement did depict unsafe behaviour which would

breach Section 2.3 of the Code.

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 the complainant’s concern that the advertisement could encourage people to give alcohol to animals and considered that by depicting an image of a kangaroo being handed a bottle of beer the advertisement does appear to condone this behaviour. The Board noted that the tagline is ‘kangabrew’ and considered that the light-hearted nature of the advertisement does not detract from the overall depiction of an animal with alcohol.

The Board considered that the advertisement did depict material contrary to Prevailing Community Standards with regards to the responsible use of alcohol.

The Board determined that the advertisement did breach Section 2.6 of the Code.

Finding that the advertisement did breach Sections 2.3 and 2.6 of the Code, the Board upheld the complaint.

THE ADVERTISER'S RESPONSE TO DETERMINATION

As discussed I’m confirming here that this post has been removed by the brand team.