



**Ad Standards** Community Panel  
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**AdStandards.com.au**

Advertising Standards Bureau Limited  
ACN 084 452 666

## Case Report

1	Case Number	0127/19
2	Advertiser	Carlton and United Breweries
3	Product	Alcohol
4	Type of Advertisement / media	TV - Free to air
5	Date of Determination	08/05/2019
6	DETERMINATION	Dismissed

### ISSUES RAISED

2.6 - Health and Safety Within prevailing Community Standards

### DESCRIPTION OF THE ADVERTISEMENT

This television advertisement features three men fishing and camping in the bush. In the final scenes of the advertisement, they are shown to be consuming the alcoholic beverage.

### THE COMPLAINT

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

*Drinking should never be promoted as an activity involving water or near water.  
Drownings especially at inland rivers are at an all time high.*

*I personally believe it is offensive and insensitive to promote or normalise the behaviour of consuming alcohol in a hazardous environment.*

### 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 with reference number 0127/19, and for the opportunity to respond. This response outlines some background and context, and addresses the questions raised in your letter.*

#### *The advertisement*

*The advertisement is part of an integrated marketing campaign for Great Northern, a CUB brand. The advertisement opens on footage of a waterfall, then shows three men and a dog walking through the bush with camping gear and fishing rods. The men are then shown fishing; one (television personality Matt Wright) asks "Who's catching dinner." Another man says "Dinner's on me tonight boys" and his fishing rod is then shown breaking. The friends laugh and the Matt Wright says "You've worn out another rod mate."*

*The scene shifts to some cold Great Northern beers being removed from an ice box. The men are shown sitting around a campfire, with tents erected enjoying a beer. Matt Wright hands his friend a voucher and instructs him to put it towards a new rod. The advertisement ends with a voiceover advising viewers that Great Northern is giving away \$10, \$20 and \$50 BCF vouchers with every specially marked case, while the camera tracks out to show their campsite on a riverbank.*

*The campaign received pre-vetting approval under the Alcohol Advertising Pre-vetting Service. The advertisement in question has also been the subject of a complaint made under the Alcohol Beverages Advertising Code (complaint reference 28/19), which has been dismissed.*

*It is unclear from the complaint which version of the ad is being referenced, so we have provided a copy of the advertisement and the CAD reference for all three versions airing on television.*

#### *Assertions made by the complainant*

*The complainant asserts that:*

*Drinking should never be promoted as an activity involving water or near water. Drownings especially at inland rivers are at an all-time high.*

*I personally believe it is offensive and insensitive to promote or normalise the behaviour of consuming alcohol in a hazardous environment.*



*At CUB, we take great care to ensure that our products are marketed in line with prevailing community sentiment on health and safety. We are especially conscious of our responsibility to depict safe consumption with brands, such as Great Northern, that utilise outdoor imagery and activities.*

*CUB's comments in relation to the complaint:*

*With respect to the complainant, we submit that there has been no breach by CUB of section 2.6 of the Code of Ethics because the advertisement does not portray behaviour that is contrary to prevailing community standards on health and safety.*

*The advertisement makes it clear that alcohol is being consumed responsibly at the end of a day of fishing, when no further physical activity will be taking place. Fishing rods have been packed away, and there is no implication that the people in the advertisement will be swimming or otherwise venturing into the river.*

*The advertisement clearly shows a campsite set up at the end of the day, as evidenced by the presence of tents, a fire, and other camping gear. The alcohol consumption depicted is moderate; participants are not intoxicated and are not engaged in behaviour that could be seen as irresponsible, particularly in the context of the inland river setting.*

*Other parts of section 2*

*Additionally, we submit that the advertisement does not breach the other sections of the Code of Ethics because the advertisement:*

- Does not portray people or depict material in a way which discriminates against or vilifies a person or section of the community (section 2.1);*
- Does not employ sexual appeal (section 2.2);*
- Does not portray violence (section 2.3);*
- Does not treat sex, sexuality and nudity with a lack of sensitivity (section 2.4);*
- Does not use inappropriate, strong or obscene language (section 2.5);*
- Is clearly distinguishable as advertising and marketing communications to the relevant audience (section 2.7).*

*CUB is committed to ensuring its promotional and marketing material does not promote or encourage any irresponsible consumption of alcohol. Our goal is for consumers to enjoy our products responsibly and in moderation. In these*



*circumstances, we have taken all steps possible to ensure that our products are promoted in a way that is compliant with the rules, principles and spirit of the Code of Ethics.*

*Thank you for considering this response. If I can be of further assistance to the Panel's review please don't hesitate to contact me.*

## **THE DETERMINATION**

The Ad Standards Community Panel (the Panel) considered whether this advertisement breaches Section 2 of the AANA Code of Ethics (the Code).

The Panel noted the complainant's concern that the advertisement contained material which went against prevailing community standards on health and safety.

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

The Panel noted that there are three versions of this television advertisement.

The first version is 15 seconds long and features a man holding up his tent to show that it has a large hole in it. His two friends who are drinking beers comment on the new aircon feature. They are then shown sitting around a campfire drinking beers and one of the men hands the first man a BCF voucher and tells him to put it towards a new tent.

The second version is 30 seconds long and features three friends standing beside a body of water fishing. One man's fishing rod breaks. They are then seen removing beers from an esky and one man hands the other a BCF voucher for a new rod. The end of the advertisement has the text 'the beer from up here'

The third version of the advertisement is the same as the second version of the advertisement, with the phrase 'the beer for up here' at the end.

The Panel 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 Panel noted the complainant's concern that the advertisement depicts people consuming alcohol in a hazardous environment.

The Panel noted the advertiser's response that the advertisement only depicts the



men drinking after they have finished fishing and when they are setting up camp for the night.

The Panel considered that the first version of the advertisement did not depict the men engaging in any water activity at all, and that the two men who are depicted drinking at the start of the 15 second ad have already set up their tents and are ready to settle in for the night. The Panel considered that the third man is not shown to get a beer until he has given up on setting up his broken tent and he has also settled in for the night.

The Panel considered that the two thirty second versions of the advertisement do not suggest that the men are drinking whilst fishing. The Panel considered that there is no suggestion that the men are likely to continue fishing or engage in any other water activity such as swimming after they have had a drink.

The Panel considered that most members of the community would not consider it unsafe to be drinking at a campsite .

The Panel considered 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 any other section of the Code the Panel dismissed the complaint.

