



Ad Standards Community Panel
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AdStandards.com.au

Ad Standards Limited
ACN 084 452 666

Case Report

1. Case Number :	0157-20
2. Advertiser :	Latitude 34 Wine Company
3. Product :	Alcohol
4. Type of Advertisement/Media :	Email
5. Date of Determination	13-May-2020
6. DETERMINATION :	Dismissed

ISSUES RAISED

AANA Code of Ethics\2.6 Health and Safety

DESCRIPTION OF ADVERTISEMENT

This email advertisement states:
Your parent-teacher skills at their limit?
-Image of woman and two children at a desk
Wine can help!
30% Off & Free Delivery these School Holidays
Support Local!

THE COMPLAINT

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

The advertisement for selling wine suggests that wine is an aid to relaxation and will reduce stress.

THE ADVERTISER'S RESPONSE

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

Advertiser did not provide a response.



THE DETERMINATION

The Ad Standards Community Panel (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 suggests that wine is an aid to relaxation and will reduce stress.

The Panel viewed the advertisement and noted the advertiser did not provide a response.

The Panel considered whether the advertisement complied with 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 minority of the Panel considered that the phrase 'wine can help' was a direct reference indicating that wine can be used to relieve domestic stress. The minority of the Panel considered that most members of the community would consider drinking to relieve stress to be an activity which is unhealthy. The minority of the Panel considered there has been an increase in concern in the media about excess alcohol consumption during the COVID-19 pandemic, and that this advertisement was contrary to current health messaging. The minority of the Panel did consider that the advertisement depicted material which would be contrary to prevailing community standard on healthy alcohol consumption.

The majority of the Panel considered that the advertisement is intended to be a comedic reference to the current situation during COVID-19 where many parents are facing home schooling children. The majority of the Panel considered that most members of the community would not consider the advertisement to be seriously promoting or encouraging excess consumption of alcohol or genuinely advocating that wine can help people in the current situation. The majority of the Panel considered that the advertisement did not reference an amount of alcohol and that there was no encouragement to drink to excess amounts or amounts that would be contrary to health guidelines and that the advertisement's reference to 'wine can help' was intended to be humorous and not a statement genuinely promoting alcohol consumption to relieve stress. The majority of the Panel considered that the messaging in the advertisement was not contrary to prevailing community standards on healthy alcohol consumption.

The Panel considered that the advertisement did not contain material which would be contrary to Prevailing Community Standards on health and determined that it 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.