



Case Report

1	Case Number	0184/10
2	Advertiser	Lion Nathan Aust Pty Ltd
3	Product	Alcohol
4	Type of Advertisement / media	TV
5	Date of Determination	12/05/2010
6	DETERMINATION	Dismissed

ISSUES RAISED

2.2 - Violence Other

DESCRIPTION OF THE ADVERTISEMENT

The Red Ball TVC depicts two men sitting in a pub drinking West End Draught beer stating a Victorian "cops it" for each one they drink. This 'Beer Karma' campaign taps into the South Australian/Victorian rivalry. They chuckle when a large ball of red wool, a parody of Tourism Victoria's advertisement, lands in the crowd which they justify because of the fact that "they did nick the grand prix". End caption: "it pays to be local" with image of river boat in background

THE COMPLAINT

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

I believe the ad incites violence against Victorians and at the very least suggests that it is OK for Victorians to "cop it". I believe the ad offends the AANA Code of Ehtics at ""2.2 Advertising or Marketing Communications shall not present or portray violence unless it is justifiable in the context of the product or service advertised."" I recognise the ad is supposed to be funny - but it's not.

THE ADVERTISER'S RESPONSE

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

The advertisement questioned is the 'Red Ball' TVC, which is part of West End Draught's 'Beer Karma' campaign – a continuation of previous campaigns, which taps into South Australian pride by perpetuating the long standing rivalry between South Australians and Victorians.

The creative is based on the premise that every time a South Australian drinks a West End Draught, a Victorian somewhere coincidentally falls into a bit of bad luck. In Australia, many of our states enjoy such rivalries – the same can be said for New South Wales and Queensland, who bring this to life each year through the State of Origin. This kind of banter between states is widely accepted within the community as playful and humorous, and is certainly not intended to be offensive.

The complainant references the AANA Code of Ethics, Section 2.2, which states: Advertising or Marketing Communications shall not present or portray violence unless it is justifiable in the context of the product or service advertised.

In the 'Red Ball' TVC, Tourism Victoria's famous advertisement featuring a young woman with a giant red ball of wool is parodied. In the main scene, a group of stereotyped and clearly exaggerated Victorians are sipping coffee in a café when the red ball of wool tumbles into the area, knocking into the people and spilling the coffee. The 'Red Ball' TVC does not portray violence – the treatment is light-hearted, and the bad luck the Victorians experience is clearly comical hyperbole.

West End Draught has a long and proud history in South Australia, and just like local residents, it champions the South Australian lifestyle. As such the brand has a long history of playful, humorous marketing campaigns. The brand has been using this creative concept for almost five years now, and the overwhelmingly positive feedback we have received to date gives us confidence that the campaign is in line with community standards.

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 may incite violence against Victorians.

The Board viewed the advertisement and noted the advertiser's response that the advertisement is a continuation of the 'Beer Karma' campaign perpetuating the longstanding rivalry between South Australia and Victoria.

The Board considered whether the advertisement was in breach of section 2.2 of the Code. Section 2.2 of the Code 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 the advertisement was a parody of the Tourism Victoria's 'Lose yourself in Melbourne' advertisement which features a young woman with a giant “red ball” of wool walking around the city.

The Board considered that the action of the “red ball” in this advertisement rolling into the people in the sidewalk café did not appear to be violent or intend to cause personal or property damage but rather was the portrayal of “Beer Karma” with Victorians falling into a bit of bad luck or “copping it” whenever a South Australian drinks a West End Draught beer. The Board noted that although knocked over, there is no depiction of anyone being hurt by the giant ball of wool. The Board considered that this type of rivalry between States is widely accepted in the community and unlikely that the actions in this advertisement would be viewed as violence or taken seriously by the majority of the community and for this reason determined that the advertisement was not in breach of section 2.2 of the Code.

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