



Ad Standards Community Panel
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AdStandards.com.au

Ad Standards Limited
ACN 084 452 666

Case Report

1. Case Number :	0203-21
2. Advertiser :	Only Chug
3. Product :	Alcohol
4. Type of Advertisement/Media :	Internet - Social - Other
5. Date of Determination	14-Jul-2021
6. DETERMINATION :	Upheld – Not Modified or Discontinued

ISSUES RAISED

AANA Code of Ethics\2.6 Health and Safety

DESCRIPTION OF ADVERTISEMENT

This Tiktok advertisement features a man sitting in a bathtub and using a device to measure how long it takes him to drink an alcoholic drink (Cruiser).

THE COMPLAINT

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

The advertisement uses young people and is being targeted at a younger audience on a social media platform predominantly used by young people. The vendor has created a TikTok page containing videos that promote dangerous behaviour using this device, including drinking while riding in a vehicle.

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 the advertisement breaches Section 2 of the AANA Code of Ethics (the Code).



The Panel noted the complainant's concern that the advertisement promotes dangerous drinking behaviour.

The Panel viewed the advertisement and noted that the advertiser had not provided a response.

Section 2.6: 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 advertiser's TikTok page contained a number of videos which depicted dangerous drinking behaviours. The Panel noted its consideration is limited to the identified advertisement.

The Panel noted that the advertised product is a device to measure how fast a drink is consumed. The Panel acknowledged that there is a high level of concern in the community regarding binge drinking behaviours and the unsafe consumption of alcohol, and that many people would consider the advertised product itself to be unsafe. The Panel noted that the product is legally able to be sold and advertised and the Panel's consideration is limited to the content of the advertisement in relation to the Code.

The Panel noted that Australian Alcohol Guidelines recommend that healthy adults drink no more than four standard drinks a day (<https://www.health.gov.au/news/australian-alcohol-guidelines-revised>).

The Panel noted that in the short 10 second video the man is only seen to consume one alcoholic beverage and that this quantity by itself is not in excess of the Alcohol guidelines.

The Panel noted that the guidelines do not contain any recommendations about the speed of alcohol consumption.

The Panel noted that the man is seen to finish a drink in 2.56 seconds and this is a very short amount of time to consume an alcoholic beverage. The Panel considered that the impression of the advertisement is that being able to consume alcohol this quickly is a skill which is desirable. The Panel noted the advertisement contained the call to action 'What's your time?' and that this was directly encouraging and condoning the rapid consumption of alcohol.

The Panel noted the advertisement's soundtrack is a portion of the song 'Faded' by ZHU with the lyrics, "Baby, I'm wasted. All I want to do is drive home to you. Baby, I'm faded. All I want to do is take you...".

The Panel considered that the video of the man drinking an alcoholic beverage in 2.56 seconds in combination with the lyrics mentioning being wasted create an overall impression of drinking dangerously.



The Panel considered that the overall impression of the advertisement is of alcohol consumption which would be considered unsafe by most members of the community.

Section 2.6 conclusion

The Panel considered that the advertisement did contain material contrary to Prevailing Community Standards on health and safety and determined that it did breach Section 2.6 of the Code.

Conclusion

Finding that the advertisement breached Section 2.6 of the Code, the Panel upheld the complaint.

THE ADVERTISER'S RESPONSE TO DETERMINATION

The advertiser has not provided a response to the Panel's determination. Ad Standards will continue to work with the relevant authorities regarding this issue of non-compliance.