



## Case Report

1	Case Number	0240/16
2	Advertiser	Treasury Wine Estates
3	Product	Alcohol
4	Type of Advertisement / media	TV - Free to air
5	Date of Determination	08/06/2016
6	DETERMINATION	Dismissed

### ISSUES RAISED

2.3 - Violence Cruelty to animals

### DESCRIPTION OF THE ADVERTISEMENT

Wolf Blass 30 second 'Here's to the Chase' advertisement shows a montage of ten individuals with a shared passion of the pursuit of triumph and a voiceover talking to their determined pursuit. The end frame includes the Wolf Blass logo, tagline 'Here's to the chase' and a shot of a bottle.

### THE COMPLAINT

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

*I find the bull fighting inappropriate. It's 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 giving Treasury Wine Estates (TWE) the opportunity to respond to ASB complaint reference number 0240/16 regarding the Wolf Blass 'Here's to the Chase' TV commercial (TVC).*

*The complaint states "I find the bull fighting inappropriate. It's animal cruelty".*

*The complaint raises issues under Section 2 of the AANA Advertiser Code of Ethics (Code), the key issue being the portrayal of violence (including violence towards animals) under Section 2.3.*

*In TWE's opinion, the TVC does not breach Section 2.3 for the following reasons:*

- The clip the complaint refers to depicts bull riding, not bull fighting. Bull riding is a legal sport in Australia.*
- The TVC features clips of 10 selected heroes who embody the determination and persistence of those who chase, which is the ethos of the Wolf Blass brand. The clip of the bull rider is just one of these 10 clips and runs for only 2 seconds of the total 30 seconds.*
- In any event, the TVC is no longer running.*

*As we have been asked to address all parts of Section 2 of the Code, our responses in relation to the remaining sections are set out below.*

- 2.1 - Discrimination or vilification - In TWE's opinion, the TVC does not contain material that is discriminatory or that vilifies any section of the community.*
- 2.2 - Exploitative and degrading - In TWE's opinion, the TVC does not contain material that is exploitative or degrading of any individual or group.*
- 2.4 - Sex, sexuality and nudity - In TWE's opinion, the TVC does not contain material that is sexual in nature.*
- 2.5 - Language - In TWE's opinion, the advertisement does not contain inappropriate, strong or obscene language.*
- 2.6 - Health and Safety - In TWE's opinion, the advertisement does not depict material contrary to Prevailing Community Standards on health and safety. The person featured in the clip is a professional bull rider and the imagery is of the rider participating in a professional bull riding competition, which is a regulated and legal sport in Australia.*

*TWE is familiar with the requirements of the Code and has internal guidelines (in the form of a Responsible Marketing Handbook which specifically refers to the Code) to assist our sales, marketing and communication teams to develop marketing campaigns that meet TWE's Responsible Marketing Guidelines. These teams are also trained regularly on responsible marketing. This TVC was assessed by TWE in accordance with these guidelines.*

*Thank you for considering our response.*

## **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 concerns that the advertisement depicts bull fighting which is animal cruelty and inappropriate.

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 television advertisement features various people participating in different activities including playing sport, teaching and swimming in the ocean, while a voiceover talks about humans chasing triumph.

The Board noted the complainant’s concern over the bull-fighting scene. The Board noted the advertiser’s response that this scene shows bull riding, not bull fighting, and is a legal sport in Australia. The Board noted that there is a Professional Bull Riders Association in Australia (<http://www.pbraustralia.com.au/>) and considered that the brief scene in the advertisement does show a man seated on a bull before being thrown off and considered that his clothing and behaviour is suggestive of being a bull rider rather than a bull fighter.

The Board acknowledged that some members of the community could find the riding of bulls, or any other animals, to be cruel but considered that in the context of a depiction of a recognised sporting activity, the advertisement’s depiction of a man riding a bull was not a depiction of animal cruelty.

The Board considered that the advertisement did not present or portray violence and determined that the advertisement did not breach Section 2.3 of the Code.

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