



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

Advertising Standards Bureau Limited  
ACN 084 452 666

# Case Report

<b>1</b>	<b>Case Number</b>	<b>0296/18</b>
<b>2</b>	<b>Advertiser</b>	<b>Team Penguin Studio</b>
<b>3</b>	<b>Product</b>	<b>Entertainment</b>
<b>4</b>	<b>Type of Advertisement / media</b>	<b>Internet-Social-Inst</b>
<b>5</b>	<b>Date of Determination</b>	<b>11/07/2018</b>
<b>6</b>	<b>DETERMINATION</b>	<b>Upheld - Not Modified or Discontinued</b>

## ISSUES RAISED

2.6 - Health and Safety Depiction of smoking/drinking/gambling

## DESCRIPTION OF THE ADVERTISEMENT

This Instagram story advertisement begins with a scene of people pouring beer on a man on the floor, a man with a playing card stuck to his forehead, a man using beer bottles as glasses, and a man popping up from behind a couch with a beer. The accompanying text reads "If you've scored with a MILF or a DILF, drink 7 times". The second section of the advertisement shows a teenage boy chewing something and then spitting it out. The accompanying text reads "If your first time was after the age of 16, drink 7 times". The third section of the advertisement shows a scene of people pouring beer on a man on the floor, a man with a playing card stuck to his forehead, a man using beer bottles as glasses, a man popping up from behind a couch with a beer, and a man mixing a banana and alcohol. The accompanying text reads "The person with the biggest nose, drink 6 sips". The text "Swipe up and download the silliest app of 2018" appears throughout the video.

## THE COMPLAINT

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





*This ad is promoting excessive alcohol consumption. The overlaying captions are things like “If you’ve scored with a MILF, drink 7 times”. I understand that that is what their app is about, but 7 drinks for one round of a drinking game is insane and should not be advertised as something fun and awesome. Australia has a very serious drinking problem and widespread alcohol culture such that this ad would easily entice young people to download this app, and thus play a game where they are likely to get very intoxicated very quickly. I am very uncomfortable with it. We should not be promoting this as “cool” and “fun”. Also it was just kinda gross to see some guy almost vomiting/spitting something out.*

### **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 (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 features unsafe drinking behaviour.

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

The Panel considered 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 that this Instagram advertisement for the Full Party App features short video clips of people drinking with text examples of game cards displayed over the top, such as “if you’ve scored with a MILF or a DILF, drink 7 times”, “If your first time was after the age of 16, drink 7 times”, and “The person with the biggest nose, drink 6 sips”. The scenes of people drinking include a man using beer bottles as glasses, people pouring drinks on a person on the floor, a person drinking directly from a bottle of spirits, and a boy attempting to swallow something before spitting it out.

The Panel noted the complainant’s concern that the advertisement would encourage



young people to download the Full Party app and then play a game where they are likely to get intoxicated quickly. The Panel noted that it is not its role to consider the appropriateness of the product itself, and that the Panel can only consider the content of the marketing communication under complaint.

The Panel noted that there is a high level of concern in the community about the dangers of excessive drinking and depictions of such activities and not in line with generally accepted community standards.

The Panel considered that Instagram is a platform that is popular with an under 18 audience, and it is unclear whether measures have been taken to ensure that this advertisement would not be seen by underage users.

The Panel noted the scene depicting a young boy spitting alcohol out of his mouth and considered that it is unclear whether they boy would be over 18.

The Panel noted that the Australian National guidelines for alcohol consumption recommends that:

“For healthy men and women, drinking no more than two standard drinks on any day reduces your risk of harm from alcohol-related disease or injury over a lifetime.

For healthy men and women, drinking no more than four standard drinks on a single occasion reduces the risk of alcohol-related injury arising from that occasion.

For children and young people under 18 years of age, not drinking alcohol is the safest option.” (

[http://www.alcohol.gov.au/internet/alcohol/publishing.nsf/Content/36E6FEE732C8DF1BCA25767200769CD8/\\$File/adult.pdf](http://www.alcohol.gov.au/internet/alcohol/publishing.nsf/Content/36E6FEE732C8DF1BCA25767200769CD8/$File/adult.pdf))

The Panel considered that some of the prompts featured in the advertisement included getting people to ‘drink 7 times’ and ‘drink 6 sips’ and considered that in combination of imagery of empty beer bottles and cans, someone pouring a bottle of spirit directly into their mouth, and generally intoxicated behaviour, the suggestion is that most people in the advertisement have consumed more than the recommended four standard drinks.

The Panel considered that the text and imagery of various scenes of individuals who have consumed a volume of alcohol that is inconsistent with the safe consumption guidelines, did depict behaviours that condone and encourage excessive drinking and this was a message which would be contrary to prevailing community standards on safe alcohol consumption, and determined that the advertisement did breach Section 2.6 of the Code.

Finding that the advertisement did breach 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.