



Ad Standards Community Panel
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AdStandards.com.au

Ad Standards Limited
ACN 084 452 666

Case Report

1. Case Number :	0304-19
2. Advertiser :	Asahi Premium Beverages
3. Product :	Alcohol
4. Type of Advertisement/Media :	Outdoor
5. Date of Determination	25-Sep-2019
6. DETERMINATION :	Dismissed

ISSUES RAISED

AANA Code of Ethics\2.4 Sex/sexuality/nudity

DESCRIPTION OF ADVERTISEMENT

This advertisement is an outdoor sign attached to the Royal George Hotel in the town of Nambour, QLD. It is a landscape sign with a black background featuring a can of Woodstock Bourbon and Cola with the tagline "Crack a big Woody".

THE COMPLAINT

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

Why does the community need to be subjected to a erection reference.

I would like this sign removed before my child is old enough to read it.

It's tacky and distasteful/ why do we need to promote alcohol and penis to our community?

And how does a reference to an erection make you want to drink?

THE ADVERTISER'S RESPONSE





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

We are writing in response to your letter of 10th September 2019 advising of a complaint Ads Standard received in relation to a Woodstock Bourbon outdoor sign attached to the side of the Royal George Hotel in Nambour, QLD.

Asahi Premium Beverages takes responsible advertising of alcohol seriously. We are aware of the Content Code requirements and our policy and practice is in line with ensuring compliance with all relevant alcohol and marketing guidelines. We wish to respond to complaint 0304-19 as follows:

1. A description of the Advertisement:

The complaint relates to an advertising outdoor sign attached to the Royal George Hotel in the town of Nambour, QLD. It is a landscape sign with a black background featuring a can of Woodstock Bourbon and Cola with the tagline "Crack a big Woody".

*2. A copy of the script (this is mandatory if the advertisement was broadcast on radio):
Crack a big Woody*

*3. Details of the CAD reference number and CAD rating (where applicable):
Not applicable*

*4. Details of your advertising agency and media buyer;
Not applicable as this was not installed by our media agency*

*5. A digital copy of the Advertisement;
See the below photos. We do not have this artwork on file.*

6. Your comprehensive comments in relation to the complaint (taking into account the need to address all aspects of the advertising codes).

The AANA code states at 2.4 that Advertising or Marketing Communication shall treat sex, sexuality and nudity with sensitivity to the relevant audience. We acknowledge that this advertising material plays on the double meaning of the word 'Woody', which is a common diminutive for the Woodstock brand name. However, this is in a light-hearted manner, and there is no overt reference to sex, sexuality and nudity. We also wish to highlight that 'cracking a can' open, from which the 'crack a' reference is based on, is a common expression. No offence was intended and we apologise if any was caused.

The sign was installed over fifteen years ago and is not in keeping with our current brand identity.

The 'Crack a Woody' campaign was created in around 2002 and used until about 2011. Since then, Woodstock Bourbon has changed positioning and creative platform with



first the Barrelled in American Oak campaign and then the Goes Alright campaign. (refer to <https://www.youtube.com/user/WoodstockBourbonAUS/videos> and <https://www.bestadsontv.com/ad/60510/Woodstock-Bourbon-How-We-Roll>).

Out of respect for the complainant, we have requested that the Royal George Hotel remove the sign from their property.

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 complainants’ concerns that the advertisement contains inappropriate references to genitalia and advertises alcohol to the community.

The Panel viewed the advertisement and noted the advertiser’s response.

The Panel considered whether the advertisement was in breach of Section 2.4 of the Code. Section 2.4 of the Code states: “Advertising or Marketing Communications shall treat sex, sexuality and nudity with sensitivity to the relevant audience”.

The Panel noted that this advertisement was located on the outside of a licensed establishment and as such the audience would be broad and may include children.

The Panel noted the complainants’ concerns that the advertisement featured a reference to an erection and is distasteful.

The Panel noted that while some members of the community may find the advertisement in poor or questionable taste, this is not an issue under Section 2 of the Code and cannot be considered by the Panel.

The Panel noted that an image of a Woodstock bourbon and cola can was also depicted on the advertisement, and considered that the reference is clearly in regards to that beverage and the concept of “cracking open a can”.

The Panel considered that most members of the community would consider the phrase “crack a big woody” to be referring to cracking open a large can of Woodstock bourbon and cola.

The Panel noted that while a sexual innuendo is present, it is mild and a direct and factual explanation of the call to action to open the can of Woodstock bourbon is reasonable. The Panel considered that any sexual implication in the advertisement is mild and is treated with sensitivity to a broad audience.

The Panel considered that the advertisement did treat the issue of sex, sexuality and nudity with sensitivity to the relevant audience and did not breach Section 2.4 of the Code.



Finding that the advertisement did not breach the Code on other grounds, the Panel dismissed the complaints.