



Case Report

1	Case Number	0317/11
2	Advertiser	ILG Little Bottler
3	Product	Alcohol
4	Type of Advertisement / media	Print
5	Date of Determination	24/08/2011
6	DETERMINATION	Dismissed

ISSUES RAISED

2.6 - Health and Safety within prevailing Community Standards

DESCRIPTION OF THE ADVERTISEMENT

Page 6 of the Little Bottler #7 catalogue (Jul/Aug) features a half page ad for 'Infused Rush' RTDs, depicting a cartoon style image of a female's face and a sky background.

THE COMPLAINT

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

*Please find enclosed a drawing of a "cool" young girl on the alcopops ad.
It's my opinion that they are targeting teens and encouraging them to drink spirits.*

THE ADVERTISER'S RESPONSE

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

ILG have used imagery supplied by VOK Beverages (producer of Infused Rush) to produce this ad.

The intent behind the use of the illustration was to deliver a stylish, summer look that is in keeping with the occasion this product fits and the consumer who we believe purchases the

product. It was felt actual talent would not deliver this objective. Vok Beverages was mindful of selecting an illustration that depicted a female at least 25 years of age which we feel has been achieved. Therefore we believe this creative does not contravene the ABAC Alcohol Beverages Advertising (and Packaging) Code, nor Advertising Standards. It should be noted that Vok Beverages has undertaken a pack refresh on the Infused Rush trademark and as such will be developing new creative for point of sale and other associated mediums. This was being undertaken in any course but has been fast tracked given the concerns raised. Therefore ILG/Little Bottler does not plan on using this creative again.

THE DETERMINATION

The Advertising Standards Board (“Board”) then considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics (the “Code”).

The Board noted the complainants concern that the advertisement is targeting teenagers and encouraging them to drink alcohol.

The Board reviewed the advertisement and noted the advertiser’s response.

The Board considered whether the advertisement was in breach of 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 Board noted that the advertisement features an illustration of a female with sunglasses and pink lipstick, with the image of the vodka product next to her.

The Board noted that the advertisement is a drawing of a young woman whose age is difficult to determine although she does appear to be over the age of 18 and is not pictured drinking or drinking excessively. The illustration portrays an attractive woman with palm trees in the background adding to a feeling of summertime and warm weather.

The Board considered that this depiction does not condone or endorse drinking alcohol in a manner that is contrary to prevailing community standards.

The Board noted that the complaint about this advertisement would also be considered by the Alcohol Beverages Advertising Adjudication Panel against the Alcohol Beverages Advertising Code (ABAC) that contains alcohol specific advertising standards.

Based on the above, the Board determined that the advertisement did not depict material contrary to prevailing community standards on health and safety and did not breach section 2.6 of the Code.

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

