



Case Report

1	Case Number	0371/17
2	Advertiser	Carlton and United Breweries
3	Product	Alcohol
4	Type of Advertisement / media	TV - Free to air
5	Date of Determination	13/09/2017
6	DETERMINATION	Dismissed

ISSUES RAISED

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

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement features a member of the North Wangaratta Football Club, Jason Gambold, kicking the football at the club grounds, with a voiceover talking about what the football club has done for Jason, and his friends and family. The advertisement finishes with Jason and other football club members sharing some cans of Carlton Draught from a cooler.

THE COMPLAINT

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

Alcohol is a major problem in football clubs. So much of a problem that the Govt has programs trying to stop the drinking culture in sporting clubs. Yet Carlton Draught is advertising alcohol for sporting clubs.

THE ADVERTISER'S RESPONSE

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

Thank you for your letter enclosing a copy of a complaint received by the Advertising Standards Bureau (ASB) to be considered by the Board in relation to a television segment produced for Carlton & United Breweries (CUB) by Seven Affiliates, which includes our product, Carlton Draught.

Your letter notes Section 2 of the AANA Advertiser Code of Ethics, which covers the following topics:

- 2.1 – Discrimination or vilification*
- 2.2 – Exploitative and degrading*
- 2.3 – Violence*
- 2.4 – Sex, sexuality and nudity*
- 2.5 – Language*
- 2.6 – Health and Safety*
- 2.7 – Distinguishable as advertising*

Your letter also notes that the issue raised by this complaint in particular is pursuant to section 2.6.

CUB has an excellent advertising compliance track record. We take our obligations in relation to responsible marketing extremely seriously and our view that the segment in question does not breach the AANA Code of Ethics. We disagree with the comments made in the complaint.

Segment details

The updated advertisement was pre-vetted via Alcohol Advertising Pre-vetting Service (approval number 224/17) and approved by FreeTV's Commercials Advice service (approval number CUBLLWAN30 - Albury - CAD L50BKABA).

Background and context to the campaign

“Carlton Draught Local Legends” is a series of vignettes produced by Seven Affiliates (a regional television producer) for Carlton Draught to give regional football and netball clubs a chance to recognise the Local Legends that make their club great. Seven Affiliates selected a number of ‘local legends’ from those nominated to feature in the campaign. Each ‘legend’ received a \$1,000 donation, which was made directly to the club.

The series includes five separate advertisements, each focused on a different town, football club and individual ‘local legend’. The advertisement that is the subject of this complaint centres on the North Wangaratta Football Netball Club. Our media agency has confirmed that the specific advertisement that the complainant would have viewed is the Wangaratta version, based on our media buy in the region.

The advertisement in question features a member of the North Wangaratta Football Club, Jason Gambold, kicking the football at the club grounds, with a voiceover about what the football club has done for Jason, and his friends and family. The advertisement finishes with Jason and other football club members sharing some cans of Carlton Draught from a cooler. They are consuming one can each, in a moderate and responsible fashion. It is clear that no further football or other physical activities are to take place.

Argument for dismissal

Section 2.6 of the AANA Code of Ethics requires Advertising or Marketing Communications to not depict material that is contrary to the Prevailing Community Standards on health and safety. In the practice notes provided by AANA regarding this section, examples are given relating to the Prevailing Community Safety standards around bike riding, use of motor vehicles and bullying. There is no mention of portraying sporting activities or sporting club associations in line with Prevailing Community Standards.

Regardless, CUB and the relevant production partners have taken the necessary steps to ensure alcohol consumption and sporting activities are depicted as clearly separate occasions, so as to align with CUB's internal policies, alcohol-specific advertising regulations and what we believe to be prevailing community standards.

On a general level in relation to community standards - drinking beer at a football club with friends is not a risk to health or safety, nor does it encourage irresponsible behaviour. Drinking beer in a responsible manner while watching or discussing sport is part of Australia's sporting and social culture.

CUB and Carlton Draught sponsor many regional football leagues across Victoria and Australia, as well as the Australian Football League more broadly. The theme of the Local Legends campaign and program is based on the benefit that these clubs and their members provide to regional communities. CUB is proudly supportive (both in principle and financially) of this culture and community impact. There is no reason why beer, when consumed in a responsible manner by adults, should not form a part of that positive and inclusive culture.

We feel strongly that this segment is in line with prevailing community standards on health and safety, and does not breach the AANA Code of Ethics.

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 is promoting alcohol for sporting clubs which is contrary to prevailing community standards as alcohol is a major problem in football clubs.

The Board viewed the advertisement and noted the advertiser's response.

The Board 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 Board noted that this television advertisement features footage of a football club with a voiceover talking about what Carlton Dry has done for the club before we see club members sharing a drink.

The Board noted the complainant's concern that the advertiser is 'advertising alcohol for sporting clubs' and considered that although the advertisement does feature Carlton Draught being consumed the voiceover says that the advertiser is awarding the club's player money (\$1,000) not alcohol.

The Board noted that the advertiser is legally allowed to sponsor a football club and considered that the manner in which this is being done is not against Prevailing Community Standards on health and safety.

The Board noted that beer is shown being drunk in the advertisement but considered that each person has one drink only and in the Board's view the advertisement does not depict, encourage or condone the excess consumption of alcohol.

The Board considered that the advertisement did not depict material contrary to Prevailing Community Standards on the safe and responsible consumption of alcohol and determined that the advertisement 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.