



## Case Report

<b>1</b>	<b>Case Number</b>	<b>0406/10</b>
<b>2</b>	<b>Advertiser</b>	<b>Woolworths Freestanding Liquor</b>
<b>3</b>	<b>Product</b>	<b>Alcohol</b>
<b>4</b>	<b>Type of Advertisement / media</b>	<b>TV</b>
<b>5</b>	<b>Date of Determination</b>	<b>22/09/2010</b>
<b>6</b>	<b>DETERMINATION</b>	<b>Dismissed</b>

### ISSUES RAISED

2.6 - Health and Safety within prevailing Community Standards

### DESCRIPTION OF THE ADVERTISEMENT

Various customers and employees of BWS are shown buying and selling alcohol. Voiceovers of the customers describe why they like shopping there, and voiceovers of the employees describe how they like to make the customers feel they care about them. One of the female customers in the shop is carrying a baby in a sling, and another female customer is carrying a toddler who is holding a balloon. The final shot is of the BWS logo and the text, "...too easy."

### THE COMPLAINT

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

*I object to the babes in arms waving balloons in this advertisement. It indicates to everyone that it is a very happy place to shop with everyone smiling and in my opinion gives the wrong impression to children.*

*If children watch this advertisement it would probably seem to them that a liquor store is just as exciting as a lolly shop.*

*As the Father of an alcoholic son I can see the problems associated with the consumption of alcohol first hand. I don't think young children should be in any alcohol advertisement.*

*It's not just the babies that I am concerned about but young teenagers are very impressionable and this particular advertisement keeps saying how easy it is to buy alcohol and it makes it look such a happy experience to buy alcohol.*

*The ad features adults with children/infants in the store purchasing alcohol. I feel this is inappropriate as it suggests it is normal and acceptable to bring infants and children into bottleshops and licensed premises and consume alcohol in their presence.*

## **THE ADVERTISER'S RESPONSE**

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

*As stated previously, Woolworths takes its advertising obligations very seriously. It is Woolworths' submission that the complaint should be dismissed and no further action taken in the matter for the reason expressed below.*

*As is clearly evident from the TV advertisement, the "object" of the advertisement is directed at an adult audience depicting the "environment" in which alcohol products are sold and services provided in BWS in a "real life" situation.*

*It is Woolworths' submission that there is no basis to suggest that the "object" of the advertisement was to inappropriately include children in the sale or consumption of alcohol.*

## **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 complainants' concerns that the advertisement features children in an environment where alcohol is sold, suggests this is normal, and makes the experience of buying alcohol seem a happy one for children to copy.

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 in the advertisement some of the customers of the shop are accompanied by very young children. The Board noted the advertiser's response that the advertisement is directed at adults, and that the images used in the advertisement were meant to reflect a "real life situation".

The Board considered that the content and tone of the advertisement were aimed at adults, and that it was reasonable to expect adults to go shopping with their young children and therefore that this was a normal depiction. The Board noted that the children in the advertisement were not a focal point and were not included in the dialogue.

The Board considered that that message of the advertisement was that the consumer will experience good customer service at Woolworths, and not that buying alcohol itself is a happy experience, or one that children should emulate.

The Board determined that the advertisement did not depict “material contrary to Prevailing Community Standards on health and safety”

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