



## **CASE REPORT**

1. Complaint reference number	186/06
2. Advertiser	Coles (Liquor Land)
3. Product	Alcohol
4. Type of advertisement	TV
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 13 June 2006
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

This television advertisement visualises the Liquor Land logo (LL) morphing into a petrol pump with a “drop” of petrol bearing the offer of twenty cents a litre of the price of petrol when you spend over \$30 on six bottles of wine.

## **THE COMPLAINT**

Comments which the complainant/s made regarding this advertisement included the following:

*I find it amazing that a company would dare to link the purchase of alcohol with the purchase of petrol. Surely this doesn't make sense, especially when governments are spending huge amounts of money funding anti drink driving messages.*

## **THE ADVERTISER'S RESPONSE**

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

*The advertisement does not depict any direct association between the consumption of alcoholic beverages and the operation of a motor vehicle. The advertisement simply offers a fuel discount on the purchase of alcohol over a certain amount. In no sense does the advertisement contemplate or suggest that alcohol and fuel may be consumed in temporal proximity. The advertisement does not even contemplate that alcohol and fuel may be purchased at the same time. Furthermore, the final screen shot of the advertisement encourages people to “Enjoy responsibly”. (advertiser's italics)*

## **THE DETERMINATION**

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

The Board considered whether this advertisement depicted material contrary to prevailing community standards on health and safety. The Board noted the complainant's concern about inappropriate linking of alcohol purchase and driving. However the Board did not consider that the advertisement in any way promoted drink driving or other unsafe practices combining drinking and driving.

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