



## CASE REPORT

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|-------------------------------|----------------------------|
| 1. Complaint reference number | 482/09                     |
| 2. Advertiser                 | Coopers (Awareness Day)    |
| 3. Product                    | Alcohol                    |
| 4. Type of advertisement      | TV                         |
| 5. Nature of complaint        | Other - Social values      |
| 6. Date of determination      | Wednesday, 14 October 2009 |
| 7. DETERMINATION              | Dismissed                  |

## DESCRIPTION OF THE ADVERTISEMENT

This TVC depicts Ryan Fitzgerald promoting "sedimentary awareness day" at the park opposite the Coopers Ales house.

## THE COMPLAINT

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

*I work in the health care industry and find that this current promotion of 'Sedimentary Awareness Week' very offensive. In the area that I am employed Awareness Weeks, Awareness Days are of significant importance in providing education, raising profiles of illnesses that can be overcome (if detected in time) provides community support and helps with much needed sought after funding to provide support services to people and their families. Days such as these are an invaluable and necessary tool to promote healthy living and well being.*

*This current promotion is a ridicule of the importance of such Awareness Weeks, and I find it very offensive that a marketing department within such a large company should choose to use this path as a means of marketing. Perhaps if this has been done in conjunction with 'Movember' - dedicated to Awareness of Men's Health it would be less offensive and serve a greater purpose and funds raised could be used for this.*

*Shame on a company for being so limited with strategies that this is the best they marketing section can come up with.*

*It is insulting and offensive to people who volunteer their time and services as well as agencies/organizations that really depend on Awareness Weeks to make a difference in peoples lives which often due to information given, allows them to continue live their lives to the fullest, enjoying their families and a future.*

## THE ADVERTISER'S RESPONSE

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

### **Background**

*By way of an overview of the advertisement, the TVC ran only in South Australia and featured a well known South Australian radio personality "Fitzy". The advertisement features Fitzy at a backyard barbecue discussing his participation in a promotional event to occur on "Sediment Imbalance Awareness Day". "Sediment Imbalance" is intended to explain to consumers of Coopers beer that the bottled version of their pale ale product (being preservative free) contains sediment and requires a short rolling action of the bottle prior to opening. Most consumers are not aware of this (therefore having Sediment Imbalance Syndrome (SIS)).*

### **Complaint**

*We understand that the complainant finds the advertisement 'offensive' and states that it 'ridicules' the importance of awareness weeks in general. The complainant goes on to state that in their view the advertisement is 'insulting and offensive to people who volunteer their time and services as well as agencies/organizations'.*

### **Response**

*The advertisement is intended to be a 'tongue in cheek' satire of the outrageous things that people do with the best of intentions to raise awareness of causes. The intention is to present "Sediment Imbalance Awareness Day" as a light-hearted promotion of SIS and that consumers with the syndrome need to roll the Coopers bottle prior to consumption to be relieved of the syndrome. It is regrettable to us that a consumer did not find the advertisement to be the light-hearted satire it is intended to be. However, quite clearly any reasonable objective viewer of the advertisement would take the advertisement in this way. We note that there has only been one complaint made in relation to the advertisement and the public response in South Australia to this advertisement and the surrounding events has not been negative.*

*As the Board may be aware, Coopers is a company dedicated to giving back to its community and to this end supports countless Australian charities and community organisations including its own Coopers Brewery Foundation. The Coopers Brewery Foundation provides support to charitable organisations with recognised strengths in medical research and health care, in youth education and aged care, and in fostering family and community support based on Christian values. The Foundation distributes 100% of donations and in 2008 alone provided funding of approximately \$178,214 to Australian charities. Our commitment to our Foundation and to other organisations does, we feel, demonstrate that Coopers is committed to supporting charities and community groups.*

*We appreciate the opportunity to respond to this complaint and sincerely hope that the Board reviews the advertisement positively having regard to the points raised above.*

*Finally, we can advise that this particular TVC is now off air and will not be shown again.*

### **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 was mocking the very important and educational benefit of public awareness days - particularly in relation to the mental health sector and awareness raising in the community.

The Board considered whether the advertisement was in breach of section 2 of the Code in relation to social issues. The Board considered that most members of the community would not be offended by the suggestion of an awareness day for this product and that there was no connection or negative portrayal of those who may be involved in other awareness days.

The Board considered that the images contained in the commercial were not contrary to current social values and therefore the advertisement did not breach section 2.1 of the Code.

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