



## **CASE REPORT**

- |                               |  |
|-------------------------------|--|
| 1. Complaint reference number | 54/06  |
| 2. Advertiser                 | Carlton & United Breweries Ltd (Victoria Bitter - beach) |
| 3. Product                    | Alcohol  |
| 4. Type of advertisement      | TV   |
| 5. Nature of complaint        | Health and safety – section 2.6                          |
| 6. Date of determination      | Tuesday, 12 April 2005                                   |
| 7. DETERMINATION              | Dismissed  |

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement depicts four men sitting in front of a caravan in a caravan park situated next to a beach. One of the men reaches into an esky and throws each man a Victoria Bitter beer. The advertisement goes on to provide a brief and humorous explanation of the invention of the esky.

## **THE COMPLAINT**

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

*“The advertisers should not be encouraging consumers to take glass bottles to the beach nor to throw them around. Anyone who has cut their feet ... would find this ad offensive and irresponsible.”*

## **THE ADVERTISER’S RESPONSE**

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

*“The character who removes the beers from the Esky is seen throwing the beers a short distance into the hands of his waiting friends – it is evident when you view the ad that the characters are behaving responsibly. Given that they are staying at caravan site it is also reasonable to suggest that the VB stubbies would be disposed of sensibly and safely.”*

## **THE DETERMINATION**

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

The Board found that the depiction did not contravene the provisions of the Code relating to relating to health and safety.

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.