



CASE REPORT

1. Complaint reference number	63/03
2. Advertiser	Jim Beam Brands Australia Pty Ltd
3. Product	Alcohol
4. Type of advertisement	TV
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 11 March 2003
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement opens on a view of three men drinking at an outside bar table, with a voice-over supported caption asking: ‘What would you do if you won a million cans of Jim Beam & Cola?’ One of the men says: ‘I’d want to share it with the people...Put something back in the community.’ He is then shown throwing armfuls of cans out of a window of a high-rise building, causing panic in the street below. The view cuts back to him talking at the outside bar table, saying: ‘I think that’s the only responsible thing to do,’ before all three men start laughing. The advertisement ends with a view of cans of the Jim Beam & Cola product and a superimposed caption reading: ‘Stay True.’

THE COMPLAINT

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

“Call me old-fashioned, but I think this is puerile and potentially dangerous should it encourage imitation.”

THE DETERMINATION

The Advertising Standards Board (‘the Board’) considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics (‘the Code’).

The Board considered that the majority of people viewing the advertisement would recognise the intended humour, and not regard the portrayed situation as real.

It determined that the commercial did not contravene the Code in relation to health and/or safety.

Also finding that the content of this advertisement did not breach any other area of the Code, the Board dismissed the complaint.