

CASE REPORT

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| 1. Complaint reference number | 63/04 |
| 2. Advertiser | Angove's Pty Ltd (Stone's Alcoholic Ginger Beer) |
| 3. Product | Alcohol |
| 4. Type of advertisement | Print |
| 5. Nature of complaint | Language – use of language – section 2.5 |
| 6. Date of determination | Tuesday, 13 April 2004 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement features a bottle of Stone's Alcoholic Ginger Beer next to a small pile of ginger root with the tagline "Is your beer missing something? Then get rooted."

THE COMPLAINT

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

"The language used in this advertisement however, encourages excessive consumption. The caption "get rooted" could easily be interpreted as meaning "get drunk" or "get pissed". In fact, the term "rooted" is often used to describe something that is ruined or broken, which suggests that this advertisement encourages people to drink until they feel ruined."

"This particular advertisement however, creates an association between alcohol and sexual success by using language that has an obvious sexual connotation."

"It is irresponsible for alcohol advertisements to encourage consumers to drink until the point of intoxication, given the long list of harms that can occur when people drink too much."

THE ADVERTISER'S RESPONSE

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

"Our creative, competitive point of difference is the use of ginger root to make ginger beer. The use of the Aussie vernacular was intended to be humorous and memorable in order to make the most of this distinct difference."

"It was not our intention to be lewd, sexual or derogatory in our message and we are sorry if a consumer has taken offence."

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 that in the context of prevailing community standards, the majority of people would find this advertisement humorous rather than offensive.

The Board found that the depiction did not contravene the provisions of the Code relating to language.

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