



CASE REPORT

1. Complaint reference number	86/03
2. Advertiser	Diageo Australia Ltd (Archers Aqua)
3. Product	Alcohol
4. Type of advertisement	Outdoor
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 8 April 2003
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

Two variations of this advertisement were submitted, both featuring bottles of Archers Schnapps Aqua in different flavours. In one advertisement, the words ‘Come out to play’ appear written on the hand of one of two girls touching the drinks in the foreground. In the other, the words ‘Come out to play’ appear as a text message on a mobile telephone.

THE COMPLAINT

Comments which the complainant/s made regarding these advertisements included the following:

“Teenage binge drinking is a major problem in society. Advertisements like this will only worsen the problem.”

THE DETERMINATION

The Advertising Standards Board (‘the Board’) considered whether these advertisements breach Section 2 of the Advertiser Code of Ethics (‘the Code’).

The Board noted an assurance from the advertiser that the company is ‘100% committed to responsible advertising,’ and operates within guidelines requiring all actors employed in alcohol advertising to be over the age of 25 ‘so they clearly look above 18 in the advertisements.’

The Board determined that the outdoor advertising images and text did not contravene the Code in respect of health and safety, and that they did not offend against any other area of the Code.

Accordingly, the complaint was dismissed.