

Case Report

1. Case Number :	0098-24
2. Advertiser :	alc-eze
3. Product :	Health Products
4. Type of Advertisement/Media :	Commercial Vehicle
5. Date of Decision:	17-Apr-2024
6. Decision:	Dismissed

ISSUES RAISED

AANA Code of Ethics\2.6 Health and Safety

DESCRIPTION OF ADVERTISEMENT

This vehicle advertisement features the alc-eze logo and the words "ease your hangover".



THE COMPLAINT

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

Advertising a hangover relief product on a car suggests that it can be safe to drink and drive.

They are advertising a hangover product on a car and with no evidence. How can you advertise a hangover brand on a car the connotations of consumers being able to draw a line between alc-eze and being able to drive don't sit so well with me

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complainant/s regarding this advertisement include the following:

We're reaching out in regards to recent complaints of a vehicle promoting alc-eze, a health supplement that supports & relieves hangover symptoms. This product contains 100% natural ingredients & is approved by the Therapeutic Goods Administration (TGA) for ethical practice. We can appreciate your engagement and take your concerns seriously.

alc-eze prioritises responsibility and safety above all else. We understand the importance of promoting healthy habits and ensuring the well-being of our community. With this in mind, we would like to address the concerns raised and clarify our stance on the matter.

It's important to note that our advertising to relieve hangover symptoms is aimed at promoting responsible drinking practices, rather than endorsing excessive alcohol consumption. Here's why:

Health Consciousness: The primary focus of our product is to encourage individuals to be mindful of their health and well-being, particularly in the context of alcohol consumption. Hangover prevention vitamins are designed to alleviate the negative effects of alcohol on the body, promoting responsible enjoyment without the adverse aftermath.

Promotion of Moderation: Our messaging emphasises the importance of moderation when consuming alcohol. We advocate for responsible drinking habits, which includes knowing one's limits and making informed choices to avoid excessive consumption. By offering a solution for the potential consequences of alcohol consumption, we aim to support individuals in making responsible decisions.

Compliance with Regulations: Our advertising adheres to all relevant regulations (TGA approved) and guidelines pertaining to alcohol-related promotions. We are committed to upholding ethical standards and ensuring that our messaging complies with industry regulations to prevent any misinterpretation or promotion of harmful behaviour.

Educational Approach: We view our advertising as an opportunity to educate individuals about the potential consequences of alcohol consumption and the

importance of taking proactive steps to mitigate these effects. By providing information about hangover prevention vitamins, we empower individuals to make informed choices about their alcohol consumption habits.

We recognise the sensitivity surrounding the issue of drink driving and share in the commitment to promoting safety on the roads. Our intention is not to condone or promote irresponsible behaviour but rather to offer a proactive solution for those who choose to consume alcohol responsibly.

We value your feedback and remain committed to promoting health, safety, and responsibility within our community.

THE DECISION

The Ad Standards Community Panel (the Panel) considered whether this advertisement breaches Section 2 of the AANA Code of Ethics (the Code).

The Panel noted the complainants' concern that the advertisement raises public health concerns.

The Panel viewed the advertisement and noted the advertiser's response.

Section 2.6: Advertising shall not depict material contrary to Prevailing Community Standards on health and safety.

The Panel noted the advertiser's response that the primary focus of their product is to promote responsible drinking habits.

The Panel considered that while a hangover can be a result of excessive alcohol consumption, people can experience hangovers after drinking less than recommended limits. The Panel considered that the promotion of a product to assist with hangovers was not by itself promoting or condoning excessive drinking.

The Panel considered that it is unsafe to promote driving even some time after excessive drinking, because the levels of alcohol in the blood could still be unsafe. However, the Panel considered that hangovers can occur after blood alcohol levels are safe or even zero, and advertising a product to help with the symptoms of hangovers was not promoting unsafe driving behaviour.

Overall, the Panel considered that the promotion of the product on the side of a car would not be against prevailing community standards on health and safety.

Section 2.6 conclusion

The Panel found that the advertisement did not breach Section 2.6 of the Code.

Conclusion

Finding that the advertisement did not breach any other section of the Code, the Panel dismissed the complaints.