



THE
ABAC
SCHEME
LIMITED

2016 year in review

From the Chair



2016 has been a year of consolidation for ABAC after the implementation of the new ABAC Responsible Alcohol Marketing Code in 2014 and procedural changes following an independent review of ABAC's governance and procedures in 2015.

Digital alcohol marketing is a dynamic and constantly evolving landscape and ABAC has undertaken considerable work during 2016 to understand the challenges this medium poses for marketers and the community. The ABAC digital best practice was reviewed and updated during 2016 and a copy is available on the ABAC website to assist alcohol marketers with the responsible management of their digital marketing.

The Hon Alan Ferguson
Chair, ABAC Management
Committee

Key ABAC Scheme developments in 2016

- Release of updated Best Practice for Responsible Digital Alcohol Marketing
- Commissioned Colmar Brunton Social Research to undertake an update of previous community standards research
- Coca Cola Amatil to join ABAC as a direct signatory from 1 January 2017
- Development of a Year in Review and improved communications with alcohol marketers, including non-signatories

Key 2015 statistics

1416 pre-vetting requests (186 rejected prior to market)

139 complaints resulting in 34 determinations by the ABAC Panel

10 determinations upheld complaints leading to timely removal of material

20 the average number of business days determinations completed within (target 30)

2016 marketing in breach of code standards

Carlton Dry Instagram post by CUB

While the image posted was intended as humorous, the Panel observed it is not appropriate to serve alcohol to an animal and the image may encourage inappropriate alcohol related behaviour inconsistent with the responsible use of alcohol as required by the ABAC Standard. The Panel acknowledged that the image was posted by a viewer of the Company's sites and not the Company itself but nonetheless, the Company is responsible for the images that appear on its sites, irrespective of the source. The post was removed prior to the advertiser responding to the complaint.



'Beer Monster' poster, colouring sheets and Instagram post by Bright Brewery



The Panel decided that the Bright Brewery branded colouring sheets were alcohol beverage marketing communications for ABAC purposes noting that they contain the company name and logo and are intended as a memento of the visit and to be taken away from the venue.

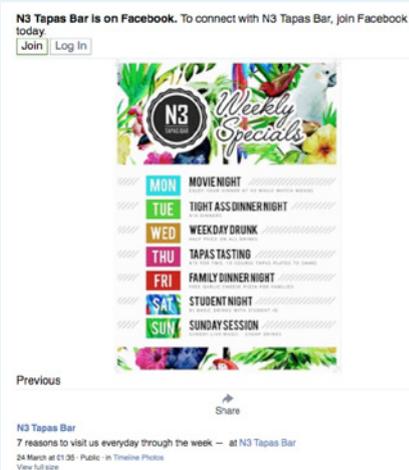
The Panel also found that all marketing materials were in breach of the ABAC as they are directed expressly at children and the use of characters involved in the beer making process and the inclusion of the company name and logo would, taken as a whole, breach the ABAC requirements.

The materials were withdrawn from circulation prior to the company responding to the complaint.

Facebook post by N3 Tapas Bar

The Panel found that the reference to 'weekday drunk' in the context of advertising half price alcohol drinks implies excessive consumption is being encouraged. A reasonable person could also take the reference to suggest that offensive behaviour and a change in mood might occur due to excessive alcohol use.

The advertiser removed the reference to the word 'drunk' on being notified of the complaint.



Facebook posts by Vodka Plus



The Panel found that three posts were in breach of ABAC provisions:

- A list of nine tips to prevent a hangover, one of which is to drink Vodka Plus. This suggests that consumption of the product has a therapeutic benefit.
- A photo of 18 bottles of the product resting on a patch of grass with the text "grab a case of Vodka Plus, your mates, a piece of grass and let the good times roll". This post was found to encourage excessive consumption of the product and imply that the consumption or presence of the product is a cause of or contributor to a significant change in mood (creating the 'good times to roll').
- The caption, "Mondayitis? Let us help you get over it with free delivery", creates a reasonable implication that a low mood will be significantly changed by the introduction of the product.

The company removed the posts that were found to breach the Code on receiving a copy of the determination and also advised they had set up appropriate age restriction controls on their Facebook page.

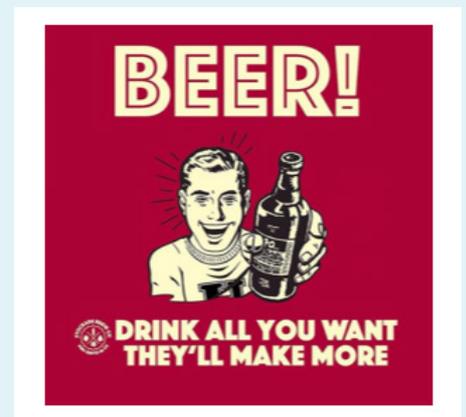


Instagram posts by Stockade Brew Co

The Panel found that the Instagram posts collectively encouraged and condoned excessive consumption or the misuse of alcohol, noting:

- Humour is a factor in how a reasonable person would probably understand a marketing communication, but humour will not excuse a marketing communication which is evidently inconsistent with a Code standard.
- The humour used in a number of the posts is based upon underlying references to excessive alcohol consumption and are a play on these references.

The posts were removed the day after the advertiser was advised of the determination.



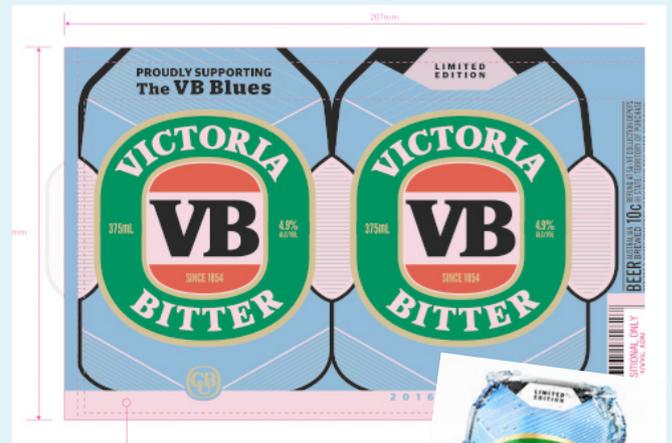
Cinema advertisement for Australian Brewery



The Panel decided that the ad was in breach of the ABAC as the ad combined clear alcohol consumption promotion with prominent elements (playground and facepainting available at the venue) evidently appealing to children in order to attract attendance at the venue by families with children.

The advertiser removed the ad within five business days and modified the ad.

VB Blue Packaging & Advertising by CUB (two separate decisions)



The Panel decided that the packaging and marketing has strong or evident appeal to minors as the jersey inspired packaging will attract the attention of minors who will be strongly or evidently drawn to the packaging and may wish to 'collect' the item as a souvenir or memento.

The promotion concluded prior to the determination being made and the advertiser advised that it would not be reinstated without modification.

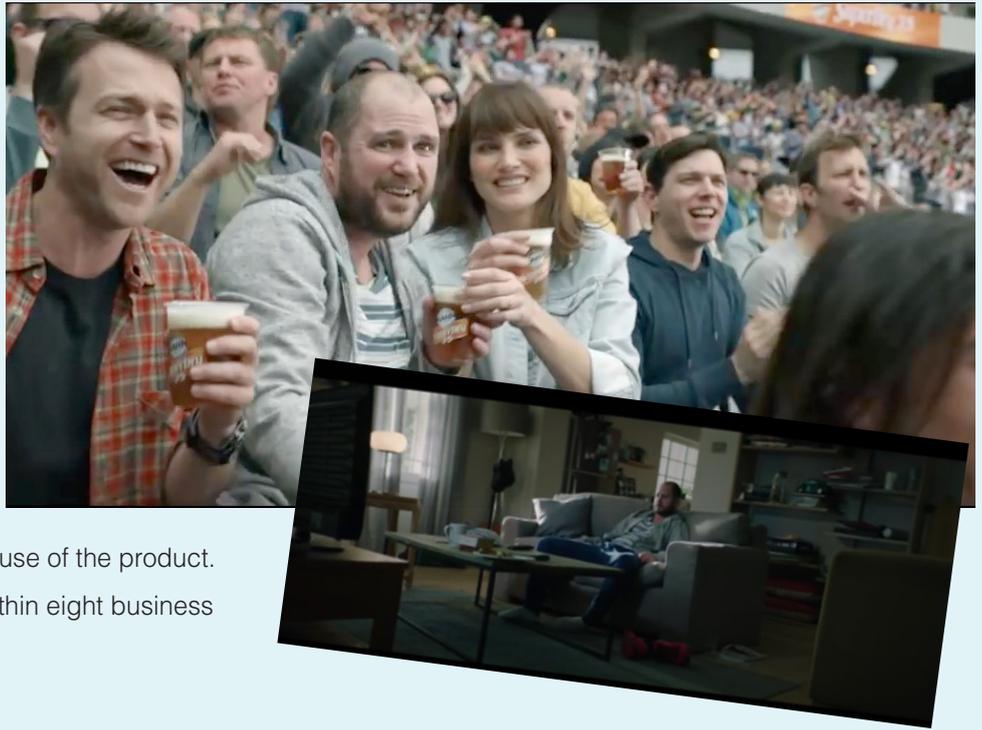
Hahn television advertisement by Lion

The Panel found one of the storylines to breach an ABAC standard.

While the principal cause of a change in mood was the decision to attend a game in person, the product was introduced to the central character simultaneously upon him arriving at the stadium, there being no separation between the creation of the enhanced mood and the introduction of the product.

In this circumstance the Panel found that a contributing factor to the change in mood was the man's use of the product.

The advertisement was removed within eight business days of the determination.



Mumm Instagram advertisement by Pernod Ricard Winemakers

The Panel found the post in breach of section (c) of the ABAC.

While the video did not display the participants consuming alcohol, the product was prominently displayed and clearly an integral part of the activities depicted e.g. the champagne shower.

A reasonable person would take the combination of the statement "Take celebration to the next level...anyone up for a champagne shower?" with the video clip as suggesting that the presence of the product elevated the mood of the partygoers and that alcohol was a contributor to the success being celebrated at the event.

The advertisement was removed within one business day of the determination.

