

Australia's Responsible Alcohol Marketing Scheme

16 April 2018

Alcohol advertisers meeting new Placement rule requirements

In its first quarterly update for the year, the Alcohol Beverages Advertising Code (ABAC) notes that its beefed up restrictions on advertising targeting minors has seen no breaches by alcohol marketers.

As of 1 November 2017, new Placement rules further strengthened ABAC's Content requirements to cover the placement of advertisements. Specifically, these include mandatory age gating, a minimum 75% adult audience share, banning advertising in programs or content primarily aimed at minors and banning electronic mail advertising to minors.

"It is pleasing to see that alcohol marketers are meeting our recently introduced marketing placement restrictions," The Hon Alan Ferguson, ABAC Chair, said.

"The new restrictions came into effect on 1 November 2017 to ensure alcohol marketing does not target under 18-year-olds.

"Since the new provisions were established, a number of complaints have been made and considered by the ABAC Complaints Panel, headed by Chief Adjudicator Professor the Hon Michael Lavarch AO.

"These relate to alcohol marketing placed in a variety of media and, in all cases, the marketers met the restrictions, with only two 'no fault' Placement breaches due to the incorrect coding of content by the provider of an app/online game and an Instagram technical failure, resulting in an alcohol ad appearing in an under 18's Instagram newsfeed. Importantly, action was taken by both the marketers and the media platforms to avoid a recurrence.

"As for Content complaints, three advertisements were found to have breached the Code and all have subsequently been withdrawn from the marketplace. A Heineken 3 Instagram post demonstrated how alcohol marketing cannot show alcohol as causing or contributing to the achievement of personal, social or sexual success. A Liquorland Spotify advertisement breached the standard requiring no suggestion that alcohol may create or contribute to a significant change in mood, offer a therapeutic benefit or be a necessary aid to relaxation. An in store promotion for Moon Dog Brewery was found to have strong or evident appeal to under 18s".

ABAC's Quarterly Update detailing these and other decisions is available online at:
<http://www.abac.org.au/publications/quarterly-reports/>

More information about the Code is also available at: www.abac.org.au

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