



THE
ABAC
SCHEME
LIMITED

2017 year in review

From the Chair



2017 has been a busy year for ABAC. Rules for the responsible placement of alcohol marketing were introduced into the ABAC Code on 1 November 2017 and since then a number of complaints have been considered by the ABAC Adjudication Panel against the new rules.

It is important that ABAC remains in step with community expectations and Colmar Brunton community standards research completed in early 2017 demonstrated that community concerns about alcohol marketing are addressed within the ABAC Code standards and ABAC Adjudication Panel decisions are generally more conservative than the community.

The Hon Alan Ferguson
Chair, ABAC Management
Committee

Key ABAC Scheme developments in 2017

- Colmar Brunton community standards research demonstrating that ABAC is meeting community expectations
- Introduction of rules for the responsible placement of alcohol marketing
- Coca-Cola Amatil and Asahi Premium Beverages join ABAC as direct signatories
- Education and communication with the regulated community and government stakeholders was an area of focus.

Key 2017 statistics

- 1453** pre-vetting requests (198 rejected prior to market)
- 130** complaints resulting in 43 determinations by the ABAC Panel
- 7** determinations upheld complaints leading to timely removal of material
- 15** the average number of business days determinations completed within (target 30)

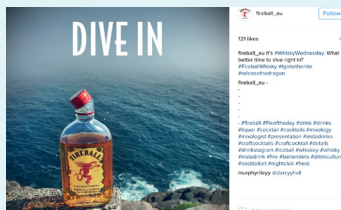
2017 marketing in breach of code standards

Cellarbrations Facebook Post by Australian Liquor Marketers

A breach of ABAC standards as it showed a transition from one scene to another where the mood in the second scene is noticeably elevated from the first scene as demonstrated by the faces and smiles on two of the three visible characters and the change in strapline from 'Christmas Day' to 'Christmas Yay'. Alcohol is shown as a contributor to the elevated mood.



Fireball Whisky Instagram post by SouthTrade International



This post was found by the Panel to breach the ABAC provision as to unsafe activity as:

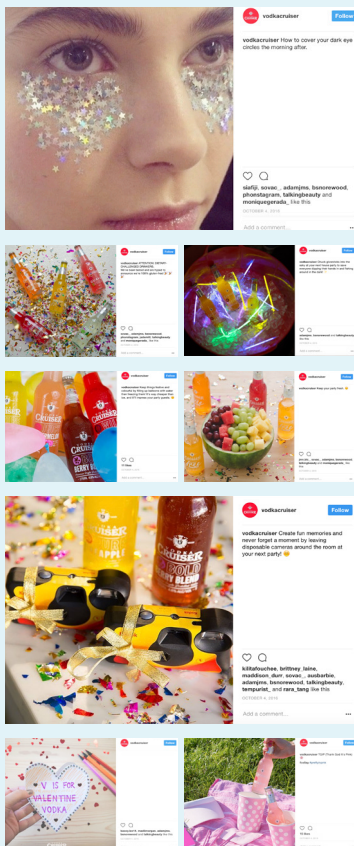
- it is a reasonable and direct implication from the way the bottle is shown (partially open and with the lid ajar) and the phrase ‘Dive In’ that the consumption of the product has recently occurred
- the bottle is located on the edge of a cliff and traversing a clifftop is an activity which requires a high degree of alertness and coordination to be conducted safely
- a reasonable person would interpret the post as showing consumption of alcohol occurring immediately before or in conjunction with the accessing of a cliff top.

Cellarbrations radio promotion by Australian Liquor Marketers

A Cellarbrations promotion during a Nova radio segment referred to as ‘Jacuzzi Friday’ that implied alcohol consumption while using a jacuzzi was found by the Panel to be inconsistent with the alcohol and safety provision on the basis that there are safety risks in using a jacuzzi.

Vodka Cruiser Instagram posts by Asahi Premium Beverages

The model in the first post appeared to be under the age of 25 and the message, ‘How to cover your dark eye circles the morning after’, could reasonably be taken in the context of a digital site for an alcohol product to be referring to a night after the use of alcohol.



The other ‘party’ posts were found to have strong or evident appeal to minors as they create bright visual scenes and use of images of balloons and glitter as well as glow sticks which could be associated with a children’s party. The accompanying text refers to using props such as the frozen balloons and glow sticks as a means to impress party guests.

The posts which depict the valentine card and the picnic also use images and props (colouring pencils, glitter, pink polka-dot cups) which could reasonably be said to have strong appeal to children.

Vodka Cruiser Facebook post by Asahi Premium Beverages



This post was found in breach of the ABAC given the combination of the phrase ‘guaranteed to get you matches’ and the image of a woman holding the product on Tinder which would be reasonably taken as suggesting the product will contribute to the achievement of social or sexual success.

Heineken 3 Instagram post by Heineken Lion

The text of the post together with the image of the use of the product suggests that alcohol will contribute to being socially successful by impressing a partner on a date and will assist a person ‘stay on top of their game’.



NO FAULT BREACH Carlton Draught ad placed with an online game

The Panel decided that the placement of an advertisement with an app/online game named ‘Rodeo Stampede: Sky Zoo Safari’ was a breach of the ABAC placement rules on the basis that the content was primarily aimed at minors.

This was not disputed by the marketer but it was demonstrated that the marketer correctly selected delivery only to an over 18 audience but the content had been incorrectly coded by a third party so that it was not recognised as children’s content.

