

Expedited Determination No. 117/20

Product: Fireball Whisky

Company: Southtrade International

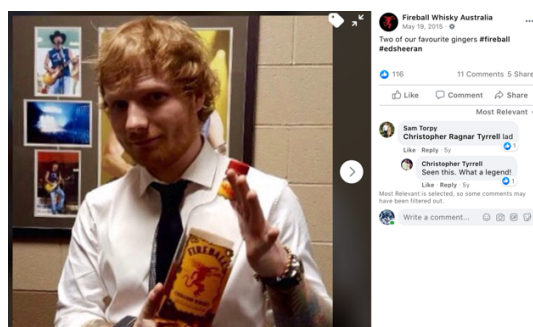
Date of complaint: 12 August 2020

Complaint: That a post on the Company's Facebook account featured the singer/songwriter Ed Sheeran holding a bottle of Fireball Whisky in May 2015 when the performer was aged 24 years old

Code Standard: Part 3(b)(iii) provides a Marketing Communication must not depict an Adult who is under 25 years of Age and appears to be an Adult unless:

- they are not visually prominent;
- they are not a paid model or actor and are shown in a Marketing Communication that has been placed within an Age Restricted Environment;

Marketing: Post on the Fireball Whisky Facebook account dated 19 May 2015



Company action: The Company accepted the breach of Part (b)(iii) of the Code and removed the Facebook post on 13 August 2020

Nature of breach: In 2015 Mr Sheeran was under 25 years of age when featured in the marketing communication in breach of the relevant Code standard

Chief Adjudicator
13/8/20