

Expedited Determination No. 78/21

Product: NoSh Boozy Seltzer

Company: Mighty Craft

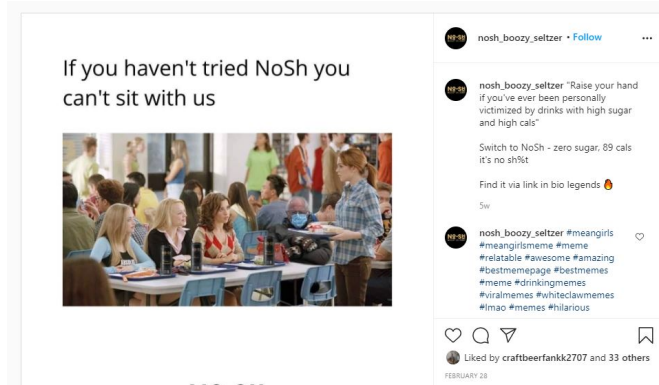
Date of Complaint: 7 April 2021

Complaint: An image from the movie, Mean Girls with NoSh Seltzer photoshopped into the image on the table in front of three girls. The movie is about a group of cliquey girls in High School with characters around 16-17 years in the movie. Displaying that these high school girls would be drinking in school is inappropriate for a marketing communication about alcohol.

Code Standard: Part 3(b) of the ABAC Code provides that a Marketing Communication must not:

- (i) have strong or evident appeal to minors;
- (ii) depict a person who is or appears to be a minor unless they are shown in an incidental role in a natural situation (for example a family socialising responsibly) and where there is no implication that they will consume or serve alcohol.

Marketing: The complaint concerns the advertising of the Product on Instagram.



Company Action: The Company confirmed on 8 April 2021 that they accepted the breach of Part 3(b)(i) & (ii) of the Code and had removed the Instagram post.

Nature of Breach: An Instagram post showing a high school scene that includes 16 year old girls with an alcohol beverage placed in front of them has both strong or evident appeal to minors and depicts minors in breach of Part 3(b)(i) & (ii) of the Code.

Chief Adjudicator
8 April 2021