

## ABAC Alcohol Marketing Content Checklist

		Checked
<b>1.</b>	<b>Responsible and moderate portrayal of Alcohol Beverages</b>	
	No depictions (nor direct implication), treating as amusing or encouragement of: <ul style="list-style-type: none"> <li>excessive consumption of alcohol (&gt; 10 standard drinks per week or &gt;4 on any one day); or</li> <li>alcohol consumption while pregnant or breastfeeding;</li> <li>rapid alcohol consumption; or</li> <li>misuse or abuse of alcohol; or</li> <li>irresponsible or offensive behaviour that is related to the consumption of alcohol.</li> </ul>	
	No challenge or dare to consume alcohol.	
	No negative portrayals of the refusal of alcohol or choice of abstinence	
	No encouragement to choose a particular alcohol product by emphasizing: <ul style="list-style-type: none"> <li>its alcohol strength (unless strength is lower than typical for similar beverages); or</li> <li>the intoxicating effect of alcohol.</li> </ul>	
<b>2.</b>	<b>Responsibility toward Minors</b>	
	No strong or evident appeal to minors, i.e. the marketing must not: <ul style="list-style-type: none"> <li>specifically target minors; or</li> <li>have particular attractiveness for minors beyond its general attractiveness for adults; or</li> <li>use imagery, designs, motifs, language, activities, interactive games, animations or cartoon characters that are likely to appeal strongly to minors; or</li> <li>create confusion with confectionery, soft drinks or other similar products, such that the marketing is likely to appeal strongly to minors; or</li> <li>use brand identification on clothing, toys or other merchandise for use primarily by minors.</li> </ul>	
	People who are or look under 18 may only be shown where: <ul style="list-style-type: none"> <li>they are shown in an incidental role; and</li> <li>there is no implication they will consume or serve alcohol.</li> </ul>	
	People who are 18-24 years old and look over 18 may only be shown where the image of the person: <ul style="list-style-type: none"> <li>is not visually prominent within the marketing; or</li> <li>Is of a real person in a real scenario (not paid model, actor or influencer) AND is placed in either: <ul style="list-style-type: none"> <li>Licensed premises that do not permit entry by minors; or</li> <li>Age restricted account or post within a social media platform which: <ul style="list-style-type: none"> <li>Requires users to register with birth date and then login to use the platform; and</li> <li>Is able to hide the existence of alcohol pages, sites and content from users registered as under 18 years of age by selecting appropriate settings (ie facebook &amp; Instagram).</li> </ul> </li> </ul> </li> </ul>	
<b>3.</b>	<b>Responsible depiction of the effects of alcohol</b>	
	No suggestion consumption/presence of alcohol causes/contributes to an improvement in mood/environment.	
	No depiction (nor direct implication) the consumption or presence of alcohol is a cause or contributes to the achievement of personal, business, social, sporting sexual or other success.	
	No suggestion that the success of a social occasion depends on the presence or consumption of alcohol.	
	No suggestion that alcohol offers any therapeutic, health or mental health benefit, is needed to relax, or helps overcome problems or adversity	
<b>4.</b>	<b>Alcohol and Safety</b>	
	No depiction (not even by implication) of alcohol being consumed before or during an activity that, for safety reasons, requires a high degree of alertness or physical co-ordination (i.e. control of a motor vehicle, boat or machinery or swimming).	