

Expedited Determination No. 46/24

Product: Tradie Beer
Company: Tradie Brands
Date of Complaint: 21 March 2024

Complaint: The advertisement showcases a man drinking an alcohol product whilst submerged in water. Given the risk associated with alcohol consumption whilst swimming, we believe that this advertisement should be removed from public circulation.

Code Standard: Part 3 (d) of the ABAC Code provides that a Marketing Communication must NOT show (visibly, audibly or by direct implication) the consumption of an Alcohol Beverage before or during any activity that, for safety reasons, requires a high degree of alertness or physical co-ordination, such as the control of a motor vehicle, boat or machinery or swimming.

Marketing: The complaint concerns the advertising of the product on the Company's Instagram page with a video showing a man partially emerging from being apparently underwater or floating in a backyard pool holding a can of the product, opening and drinking from the can.

Company Action: The Company accepted the breach and confirmed on 22 March 2022 that the post had been removed from the Instagram page.

Nature of Breach: An Instagram post showing a person apparently underwater or floating in a pool holding a can of the product and then remaining partially submerged while consuming the product is inconsistent with the Part 3(d) standard.



Chief Adjudicator
22 March 2024