

Expedited Determination No. 47/24

Product: Good Luck Seltzer

Company: Good Luck Seltzer

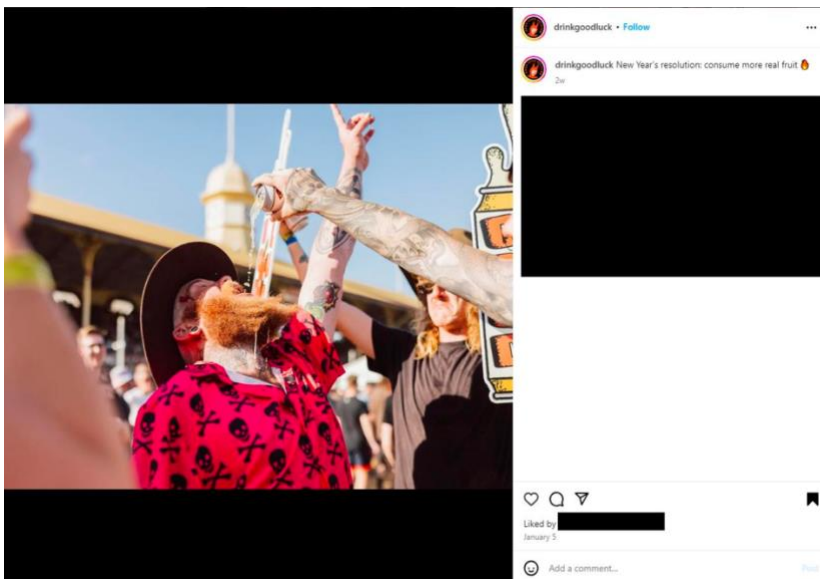
Date of Complaint: 21 March 2024

Complaint: The advertisement encourages people to consume the product in an inappropriate and excessive manner. This is evidenced by the pouring of alcohol directly into the mouth of the male featured in the post. The tongue-in-cheek reference to ‘consume more real fruit’ as a new year’s resolution. In the context of the advertisement, this implies that drinking alcohol rapidly is humorous and downplays alcohol-related health risks.

Code Standards: Part 3 (a) of the ABAC Code provides that a Marketing Communication must NOT:

- (i) show (visibly, audibly or by direct implication), encourage, or treat as amusing, consumption inconsistent with the Australian Guidelines to Reduce Health Risks from Drinking Alcohol, such as:
 - (A) excessive Alcohol consumption (more than 10 standard drinks per week or more than 4 standard drinks on any one day);
- (ii) show (visibly, audibly or by direct implication), encourage, or treat as amusing, rapid Alcohol consumption, misuse or abuse of Alcohol or other irresponsible or offensive behaviour that is related to the consumption or presence of Alcohol.

Marketing: The complaint concerns the following Instagram post.



Company Action: The Company accepted the breach and advised that the post would be removed.

Nature of Breach: An image of a man receiving an uncontrolled long pour into his mouth by a third party posted to social media with the caption ‘New Year’s resolution consume more real fruit’, breaches Part 3 (a)(i) and (ii) of the Code by showing the rapid and irresponsible consumption of alcohol and directly implying and treating as amusing the excessive consumption of alcohol.

Chief Adjudicator
22 March 2024