

Alcohol Advertising Review Board

Determination Report

Reference number: 733/18
Product: Cellarbrations
Advertiser: ALM

The complaint is **upheld**.

27 November 2018

This determination by the Alcohol Advertising Review Board Panel (“the Panel”) concerns an advertisement for Cellarbrations by ALM which was the subject of a complaint received on 26 October 2018.

The Advertisement

The advertisement was seen on a pull up banner outside IGA in Mullaloo, WA. The advertisement featured an image of a bottle of The Negotiator by AWC Cabernet Sauvignon next to a gavel and sound block. Above the gavel was a black circle with the text “\$=? Let’s negotiate price on a 6 bottle buy”. Text across the top of the advertisement stated “MORE SPECIALS IN STORE” and “EXCLUSIVE TO CELLARBRATIONS MULLALOO RRP \$24.99”. There was a “Cellarbrations Helping you celebrate” logo at the bottom of the advertisement.

The Complaint

The complainant believes the advertisement contravenes the Code. The complainant stated:

“its An alcohol advertisement outside the grocery store - the cellarbrations bottle shop is outside and not near this store - why are they advertising here, they already removed alcohol ads from bollards after a previous complaint - this is a step up this behaviour has been complained about before and clearly ignored with blatant disregard for people who may be concerned about the devastating health and social effects of alcohol misuse on our communities. What is worse is that this poster is at child height, normalising alcohol to this group who do not have the experience to appreciate the associated problems with alcohol (such as liver disease, heart disease, cancer, obesity, malnutrition, domestic violence but to name a few).”

The Code

The advertisement was reviewed against the Code, and in particular:

Section (1)(i) of the Placement Code:

1. Placement: General

Alcohol Advertisements should not be placed:

- (i) in places or at broadcast times where Young People are exposed or are likely to be exposed;

The Advertiser's Comments

The Advertiser was contacted for comment on 30 October 2018. No response was received.

Panel's determination

The complaint was referred to three Panel members for review. The Panel determined:

1. The advertisement contravened section (1)(i) of the Placement Code, on the basis that it was placed in a shopping arcade where children are highly likely to be exposed.

The complaint is **upheld**.

Further action

The Alcohol Advertising Review Board requests the Advertiser cease the placement of alcohol advertising where children are likely to be exposed.