

Alcohol Advertising Review Board

Determination Report

Reference number: 738/18
Product: Brown Brothers Moscato
Advertiser: Brown Family Wine Group

The complaint is **upheld**.

4 January 2019

This determination by the Alcohol Advertising Review Board Panel (“the Panel”) concerns an advertisement for Brown Brothers Prosecco by Brown Family Wine Group which was the subject of a complaint received on 27 November 2018.

The Advertisement

The advertisement was seen on a bus stop on Wellington Street, in front of the Western Power building, in the Perth CBD, WA at 4.50pm on Thursday 22 November 2018.

The advertisement featured an image of three bottles of Brown Brothers Moscato on a yellow table in front of a blue wall. One of the bottles was open and had a filled wine glass next to it. Also on the table was a jar of pink nail polish and a stack of three macarons. On the right was a green vase with white flowers in it. At the top of the advertisement was a Brown Brothers logo above the text “BROWN IS MANY SHADES”.

The Complaint

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

“I believe that children and young people would be exposed to this ad, which was placed on a busy street in the CBD - on Wellington Street, in front of the Western Power building. I saw the ad at 4.50pm on Thursday 22 November 2018.”

The Code

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

Section (7) of the Placement Code:

7. Transport advertising

No Alcohol Advertisements shall be placed on any means of public transport.

No Alcohol Advertisements shall be placed at any train, tram, bus or ferry stops.

The Advertiser's Comments

The Advertiser was contacted for comment on 29 November 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 (7) of the Placement Code, on the basis that the advertisement was placed on a bus stop.

The complaint is **upheld**.

Further action

The Alcohol Advertising Review Board requests the Advertiser cease using public transport-related locations to advertise their products due to likely exposure of young people.