

Alcohol Advertising Review Board

Determination Report

Reference number: 740/18
Product: Hahn Super Dry
Advertiser: Lion

The complaint is **upheld**.

4 January 2019

This determination by the Alcohol Advertising Review Board Panel (“the Panel”) concerns an advertisement for Hahn Super Dry by Lion which was the subject of a complaint received on 29 November 2018.

The Advertisement

The advertisement was seen on a bus stop on South Street in O'Connor, WA on Thursday 29 November 2018.

The advertisement featured an image of a pair of hands holding three glasses of Hahn Super Dry beer. Across the top of the advertisement was the text “HAHN. NOW YOU'RE TALKING.” In the bottom right corner was a Hahn logo.

The Complaint

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

“Children and young people would be exposed to this bus stop ad for Hahn Super Dry, which was placed on South Street in O'Connor. This area has a number of places young people are likely to visit, including a kickboxing gym, a gymnastics gym and the Rolloways Leisure Centre. I saw the ad on Thursday 29 November 2018 at around 5.50am.”

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 30 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 it 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.