

**Alcohol Advertising Review Board**

**Determination Report**

**Reference number:** 750/19  
**Product:** James Squire  
**Advertiser:** Lion

The complaint is **upheld**.

**30 January 2019**

This determination by the Alcohol Advertising Review Board Panel (“the Panel”) concerns an advertisement for James Squire by Lion which was the subject of a complaint received on 4 January 2019.

**The Advertisement**

The advertisement was seen on the back of a Telstra phone box outside Westfield Carousel in Cannington, WA at 11.30am on Friday 4 January 2019.

The advertisement featured an image of a bottle of James Squire Swindler Tropical Pale. Next to the bottle was a drawing of a sun setting over mountains and the ocean, with a palm tree on the beach. Text below stated “TROPICAL CHARACTER”. There was a large James Squire logo at the top of the advertisement. Along the bottom of the advertisement was the text “FULL OF CHARACTER”.

**The Complaint**

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

“Ad on the back of a Telstra phonebox

11.30am on Friday the 4th of January 2019 at Westfield Carousel, Cannington WA

The ad features a bottle of James Squire below the products logo, and next to palm tree and beach imagery accompanied by the wording "Tropical Character". At the bottom of the ad is the phrase "Full of character"

I believe the ad contravenes section 1(i) of the placement code.

The ad is placed outside carousel shopping centre which is extremely busy, and is particularly popular with young people. The ad is also placed next to a very busy bus stop which is also highly used by young people, particularly students.”

**The Code**

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

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

**The Advertiser's Comments**

The Advertiser was contacted for comment on 8 January 2019. 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 the Panel believed young people were highly likely to be exposed to the advertisement as it was placed on a public telephone box near a bus stop and shopping centre during the school holidays.

The complaint is **upheld**.

**Further action**

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