

**Alcohol Advertising Review Board**

**Determination Report**

**Reference number:** 752/19  
**Product:** Duperrey Champagne  
**Advertiser:** Endeavour Drinks Group

The complaint is **upheld**.

**5 February 2019**

This determination by the Alcohol Advertising Review Board Panel (“the Panel”) concerns an advertisement for Duperrey Champagne by Endeavour Drinks Group which was the subject of a complaint received on 22 January 2019.

**The Advertisement**

The advertisement was seen at Central train station in Sydney, NSW.

The advertisement featured an image of a woman standing up wearing black and white striped pants a strapless top, and a red beret. She is holding a glass of champagne and smiling at the camera as she leans on the shoulder of a man sitting down next to her. The man is also holding a glass of champagne and looking at the camera. They are in a formal room, with a lamp, large painting, and a peacock behind them. Next to the woman is an ice bucket with a bottle of Duperrey Champagne in it. To the right of the advertisement is a bottle of Duperrey Champagne. Across the top of the advertisement is the text “CHAMPAGNE DUPERREY FOR THOSE WHO KNOW TASTE”. In the bottom left corner of the advertisement is the text “EXCLUSIVE TO” and a Dan Murphy’s logo.

**The Complaint**

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

“Two ads, with wording “for those who know taste”. One featuring well-dressed young people at a party, the other a couple.

It is in a main thoroughfare at the station frequented by many people including children and families. The repetition is also concerning. More than one ad in this thoroughfare means young people passing through are at least likely to be exposed once.”

**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 24 January 2019. A response was received on 25 January 2019 and passed on to the Panel for consideration. The Advertiser declined to participate in the Alcohol Advertising Review Board process.

### **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 majority of the Panel believed the advertisement was placed at a train station. One Panel member did not believe it contravened the Code, as it was difficult to see where the advertisement was located based on the image supplied by the complainant alone. However, the majority of the Panel accepted the complainant's assertion that it was seen at a train station.

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.