

Alcohol Advertising Review Board

Determination Report

Reference number: 759/19
Product: Dan Murphy's
Advertiser: Endeavour Drinks Group

The complaint is **upheld**.

12 March 2019

This determination by the Alcohol Advertising Review Board Panel ("the Panel") concerns an advertisement for Dan Murphy's by Endeavour Drinks Group, which was the subject of a complaint received on 5 February 2019.

The Advertisement

The advertisement was seen at Hoyts Carousel, in Cannington, WA, before a 12.30pm showing of 'Green Book' (rated M) on 2 February 2019.

An image provided by the complaint showed a cinema screen featuring a large Dan Murphy's logo and text "lowest liquor price guarantee" on a green background. Small text at the bottom of the advertisement states, "Terms and conditions apply. For details see danmurphys.com.au".

The Complaint

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

"Dan Murphy's

Cinema

Hoyts Carousel, 12.30pm showing of Green Book on Saturday 2nd February 2019

The ad had a voice over discussing how Dan Murphy's offered the finest selection of each different alcoholic beverage, though I can't remember the specifics.

I believe the placement of the ad breaches section 4 of the placement code."

The Code

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

Section (4) of the Placement Code:

4. Cinema

Alcohol Advertisements may only be shown during R18+ films.

The Advertiser's Comments

The Advertiser was contacted for comment on 5 February 2019. A response was received on 6 February 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 (4) of the Placement Code, on the basis that the advertisement was screened during an M-rated movie. A Panel member noted that many young people attend M-rated movies.

A Panel member further commented that the focus of the advertisement on low prices would be appealing to young people on low disposable incomes.

The complaint is **upheld**.

Further action

The Alcohol Advertising Review Board requests the Advertiser restrict their advertising to films rated R18+, to reduce exposure to young people.