

Alcohol Advertising Review Board

Determination Report

Reference number: 773/19
Product: Wild Turkey Longbranch
Advertiser: Campari Australia

The complaint is **upheld in part**.

10 May 2019

This determination by the Alcohol Advertising Review Board Panel (“the Panel”) concerns an advertisement for Wild Turkey by Campari Australia which was the subject of a complaint received on 12 April 2019.

The Advertisement

The advertisement was seen on a bus stop on Currie St in Adelaide, South Australia, on 11 April 2019.

The advertisement featured an image of actor Matthew McConaughey and an older man leaning on a balcony. Matthew McConaughey was holding a bottle of Wild Turkey Longbranch. The other man was holding a glass of whiskey. Text across the top of the advertisement stated ““TOGETHER, WE MADE MY FAVOURITE BOURBON” MATTHEW MCCONAUGHEY”. Along the bottom of the advertisement was a Wild Turkey Longbranch logo and an image of a bottle of Wild Turkey Longbranch.

The Complaint

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

“I have captured an image of an alcohol advertisement currently displayed on several bus stops in the Adelaide CBD (along Currie St).”

The Code

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

Section (4)(a)(i)(1) of the Content Code:

4. Alcohol-specific provisions:

a. Young people

i. Alcohol Advertisements shall not

4. include a person or character whose example is likely to be followed by Young People or who has strong appeal to Young People

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 12 April 2019. No response was received.

Panel's determination

The complaint was referred to three Panel members for review. The Panel determined:

1. The advertisement did not contravene section (4)(a)(i)(4) of the Content Code, on the basis that the majority of the Panel did not believe that Matthew McConaughey would have strong appeal to young people.
2. 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 in part**.

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.