



ADVERTISING STANDARDS AUTHORITY

# Code and Guidance Notes for the Advertising and Promotion of Alcohol



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## Code for Advertising and Promotion of Alcohol

### Application of the Code

- Advertising and promotion of all pre-packaged and bulk alcohol drinks with an abv above 1.15% advertised and promoted for sale in NZ
- Includes naming, labelling and packaging
- Advertiser / agency / media responsibility



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## Code for Advertising and Promotion of Alcohol

Principle 1 requires a high standard of social responsibility

- No link with daring / aggressive / irresponsible or antisocial behaviour (replaces unduly masculine themes)
- Do not promote drinking as a better lifestyle choice than not drinking nor that the success of a social occasion depends on alcohol
- Do not depict alcohol a necessity nor required for relaxation or suggest a therapeutic benefit



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## Code for Advertising and Promotion of Alcohol

Principle 1 continued

- No link to use of dangerous machinery or unsafe practices - sporting activities ok but not to imply they took place after consumption
- If alcohol condition of purchase, no potentially hazardous prizes (cars / boats machinery)
- New requirement about offensiveness (Code of Ethics)
- New requirement on truthful presentation (Code of Ethics)



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## Code for Advertising and Promotion of Alcohol

Principle 2 requires responsibility and moderation in consumption (former Principle 1)

- Do not emphasis product strength
- Do not feature / imply / condone or encourage irresponsible / immoderate drinking. Applies to the amount of alcohol and way drinking is portrayed
- Any alcohol prize should be consistent with ALAC standard drink guidelines - and not supplied in one delivery



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## Code for Advertising and Promotion of Alcohol

Principle 3 requires advertising and promotion to be directed at adult audiences. Both content and placement should not be directed at minors nor have strong or evident appeal to them

- Do not use heroes of the young in unrestricted areas  
(See Guidance note)
- Do not use designs / motifs / cartoon characters with strong appeal to minors or create confusion with confectionary / soft drinks



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## Code for Advertising and Promotion of Alcohol

Principle 3 continued

- Anyone visually prominent where alcohol being consumed must be and look over 25
- Gateway page on websites
- Restrictions continue for TV re watershed and saturation
- Restrictions on availability of alcohol branded merchandise in unrestricted areas where 25% plus of audience is under 18 years



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## Code for Advertising and Promotion of Alcohol

Principle 4 covers sponsorship - such advertising must clearly and primarily promote the sponsored team / activity. Reference to the sponsor must be subordinate

Same restrictions re sponsorship ads - no product / sales message etc

- Same restrictions re avoiding sponsorship of activities that have 25% of participants / spectators under 18 years
- No alcohol branding on child size replica clothing or promotional material distributed to minors





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## Guidance Notes

- Provided to aid interpretation
- Not binding on the Complaints Board but will form part of the consideration of complaints
- Will be updated as new matters / precedents come to light
- Available to industry and consumers via ASA website
- Currently cover social responsibility / social media / brand websites / heroes of the young / sponsorship



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## Guidance Notes

### Social Responsibility

#### Principle 1, Guideline 1(a)

- Intended to prevent linking of alcohol with highly risky behaviour
- Unruly / irresponsible / antisocial behaviour includes acts likely to harm individuals or property
- OK to suggest consumer can relax while consuming alcohol moderately - not can't relax without alcohol



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## Guidance Notes

### Social Media / Brand Websites

- Age verification entry required on alcohol brand sites - birth date entry not yes / no
- Ensure age-related tags / platform policies on age-restrictions are complied with
- Monitor UGC to ensure code compliance. Risk areas include images of clearly intoxicated people / minors drinking / overtly sexual images linked with alcohol / posing with alcohol while involved in risk-taking behaviour. Comments also to be checked

## Guidance Notes

### Adult Audiences

#### Principle 3 Guideline 3(a)

- Key factors for compliance include media selection / placement / style of presentation / content and context
- E.G. more care required in a supermarket compared to a specialist alcohol outlet
- The more likely it is that minors form part of the audience, the greater the care required



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## Guidance Notes

- Some heroes clearly a younger audience - do not use  
E.G. Harry Potter / Justin Bieber / One Direction / junior national sports teams
- Others have wider appeal and may be used if specific attention is given to environment for context and placement of message
- An adult audience of at least 75% required in such cases. ASCB final arbiter
- Strong appeal is more than recognition - it would be an individual or group that minors would aspire to be or connect with



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## Guidance Notes

- Celebrities / film and TV stars and musicians with particular appeal to a younger demographic could also be heroes
- In making an assessment re this consideration should be given to ratings of films / shows and target audience for music
- If activities for under 18s is a particular feature of team / film / band's promotion then increased risk of hero status



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## Guidance Notes

### Sponsorship

#### Principle 4

- Make a clear sponsorship association (proud sponsor of x)
- Primary focus of advertising must be the sponsored event / team / individual
- Briefly / in subordinate way mention sponsor's name / brand name - in practical terms this is about 15% of advertising time / space



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## ASA HELP

- ASA staff are happy to offer advice on advertising or assist with code or decision interpretation
- With the proviso that we are offering you our opinion based on our experience - our advice is not binding on the Complaints Boards