

# GET IT RIGHT THE FIRST TIME



## ALCOHOL

### TOP-SHELF TIPS ON ALCOHOL ADVERTISING AND PROMOTION

**A**s a restricted product, there are specific rules for the advertising and promotion of alcohol, including sponsorship and product naming, labelling and packaging.

Advertisers must ensure that all advertising and promotion demonstrate a high standard of social responsibility. Understanding what's allowed and what isn't helps to prevent issues and support consumer trust in advertising.

Here are our **top tips** for responsible alcohol advertising and promotion:

#### 1 TARGET ADULTS

The content of your ad as well as the timing and placement are all factors that contribute to determining the target audience. Ensure you hit the mark by using content that doesn't appeal to minors and appropriate tools to create a barrier to entry or, if not available, accurate audience composition data.

#### 2 GET TO KNOW THE GOVERNMENT REGULATIONS

In addition to the Advertising Codes, there are strict regulations around alcohol advertising and promotion, such as the Sale and Supply of Alcohol Act, which has a section on the irresponsible promotion of alcohol, and the Australia New Zealand Food Standards Code, particularly 2.7.1 Labelling of alcoholic beverages and food containing alcohol and 1.27 Nutrition, health and related claims.

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#### 3 MODERATION IS KEY

Show responsible and low-risk alcohol consumption. Follow the [Low-risk alcohol drinking advice](#) guidelines and avoid showing things like drinking games, excessive consumption or peer pressure to consume.

#### 4 OLDER IS WISER

Only show people over 18 years in your alcohol advertising. Check the [Code](#) for rules on 18-24-year-olds appearing in ads. Any prominent talent should be at least 25 years old, including social media influencers.

#### 5 IS IT A HEALTH CLAIM?

Avoid making any kind of therapeutic, enhancement or health claims; for example, claims that alcohol is required for relaxation, positively changes mood, physical condition or behaviour, or enhances mental or physical capabilities, such as contributing to professional or sporting achievements.

#### 6 SAFETY FIRST

Don't show situations which encourage a disregard for safety or support violent or anti-social behaviour such as aggressive, unruly or bravado behaviour.

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### What are the rules around alcohol advertising and promotion?

The alcohol advertising and promotion rules are designed to ensure a high standard of social responsibility in line with community and government initiatives that promote the prevention and minimisation of alcohol-related harm. The rules apply to ads in all media and are set out in two Codes:

- The Alcohol Advertising and Promotion Code covers things like targeting adults through timing, placement and content, demonstrating low-risk alcohol consumption, and sponsorship advertising and promotion.
- Advertisements for alcohol must also comply with the Advertising Standards Code.

Approval of Alcohol Advertising and Promotion by the Liquor Advertising and Promotion Pre-vetting Service (LAPPS) is strongly recommended. See [www.anza.co.nz](http://www.anza.co.nz) for more information.

### Remember the spirit and intention of the Code

When interpreting the Codes, the ASA Complaints and Appeal Boards consider compliance with both the spirit and intention as well as the rules and principles of the Codes. When checking Code compliance, we think about what the consumer takes away from the advertisement rather than the intent of the advertiser.

### Further help

We offer industry training on this topic, or you can contact the AdHelp Information Service for written information about the advertising rules and guidelines. For a more detailed look at the rules, head to the Advertising Codes.