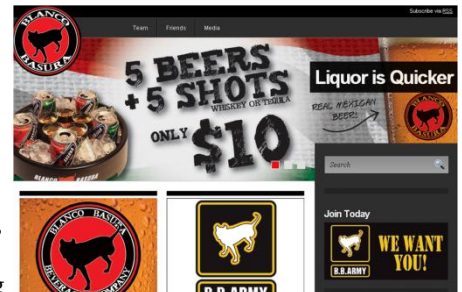


Advertisement: Blanco Basura website advertising and marketing materials

Advertiser: Blanco Basura Beverage, Inc.
(Non-DISCUS Member)

Complainant: Third-party organization
Alexandria, Virginia

Complaint Summary: The complainant believes that the advertising and marketing materials posted on the Blanco Basura website (www.blancobasura.com) violate Responsible Content Provisions Nos. 14, 15, 23, 24, 25, 27, and 33 of the DISCUS Code.



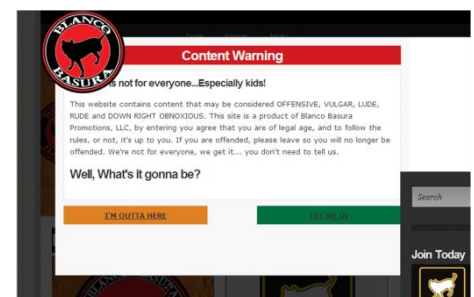
Regarding Responsible Content Provision Nos. 14, 15 and 33 of the DISCUS Code, the complainant points to the following text and images as violating these provisions: the use of the phrase “Liquor is Quicker” with images in Blanco Basura’s media section showing an individual attempting to vomit, and followed by twitter feed displaying the text “5 premium beers, 5 shots of tequila or whisky, shot glass, stickers, cartoons in the package, a party in a box for only \$10. Time to get drunk b!tches!”

Responsible Content Provision Nos. 14 and 15 provide, respectively, that beverage alcohol advertising and marketing materials “should portray beverage alcohol products and drinkers in a responsible manner” and “should not portray persons in a state of intoxication or in any way suggest that intoxication is socially acceptable conduct, and they should not promote the intoxicating effects of beverage alcohol consumption.” Responsible Content Provision No. 33 provides that beverage alcohol advertising and marketing materials “should not refer to the alcohol content of a beverage alcohol product except in a straightforward and factual manner or promote the potency of a beverage alcohol product.”



Regarding the advertisement with the tagline “There’s a Party in My Box!” with a female model holding a box of Blanco Basura between her spread legs, the complainant believes that this advertisement violates Responsible Content Provision Nos. 23, 24, 25, and 27. In that regard, the complainant states that this advertisement is sexually lewd, uses sex as a selling point for the brand, is demeaning to women, and does not reflect standards of good taste.

The complainant believes that the Blanco Basura advertisement in the January/February 2011 edition of www.thebeermag.com and the advertisement captioned “Party in My Box” (both of which were posted on the brand’s website) depicting, among other things, female models who



are either partially clad or completely unclad, also violate these Responsible Content Provisions for the reasons stated above, including the use of gratuitous nudity in the latter case.

Responsible Content Provision Nos. 23 and 24 provide, respectively, that beverage alcohol advertising and marketing materials “should reflect generally accepted contemporary standards of good taste” and “should not degrade the image, form, or status of women.” Responsible Content Provision Nos. 25 and 27 provide, respectively, that beverage alcohol advertising and marketing materials “should not contain any lewd or indecent images or language” and “should not rely upon sexual prowess or sexual success as a selling point for the brand...[and] should not contain or depict: graphic or gratuitous nudity; overt sexual activity; promiscuity; or sexually lewd or indecent images or language.”

The complainant also notes in support of the complaint that the Blanco Basura website itself acknowledges that “[t]his website contains content that may be considered OFFENSIVE, VULGAR, LUDE, RUDE and DOWN RIGHT OBNOXIOUS. This site is a product of Blanco Basura Promotions, LLC, by entering you agree that you are of legal age, and to follow the rules, or not, it’s up to you. If you are offended, please leave so you will no longer be offended. We’re not for everyone, we get it...you don’t need to tell us.”

Code Review Board Decision:

In responding to the complaint (prior to the Code Review Board’s deliberations), the advertiser “removed not only all the images [referenced in the complaint], but also the website www.blancobasura.com, as well as all print and social media accounts that were controlled by the Blanco Basura Beverage company.” The advertiser noted that “[a]s a new company we value [DISCUS’] efforts on our behalf to help assure we are an upstanding and a contributing member of the industry. We are now aware that some of our earliest marketing efforts ran afoul of industry standards and are keenly aware of the negative ramifications this has caused.”

The advertiser stated that the “beverage company has been renamed Bruvado Imports and we have redesigned all labels, logos, advertising and marketing materials under the brand Bruvado.”

Regarding the Blanco Basura advertisement that appeared in the January/February 2011 edition of www.thebeermag.com, the advertiser noted that “it is not an advertisement we developed, paid for, or

had any control of. It is the cover of an independently owned and published magazine that Blanco Basura Beverage, Inc. had no equity or management position in.” The Code Review Board noted that, once posted on the advertiser’s website, it becomes part of the advertiser’s advertising and marketing materials. The advertiser understood and appreciated this point.

After careful deliberation, the Code Review Board found that the Blanco Basura advertising and marketing materials referenced above in violation of Responsible Content Provision Nos. 14, 15, 23, 24, 25, 27, and 33 of the DISCUS Code.

Action by Advertiser:

None required. As noted above, the advertiser removed all the images referenced in the complaint and on the website www.blancobasura.com, as well as all print and social media accounts that were controlled by the Blanco Basura Beverage company.

Status:

Resolved. Responsive action taken