

Advertisement: Jose Cuervo billboard advertisement

Advertiser: Diageo
(DISCUS member)

Complainant: Member of the public, Seattle, Washington

Complaint Summary: The complainant states that a billboard advertisement for Jose Cuervo posted on the side of a building near the Seattle Academy of Arts and Sciences violates Responsible Placement Provision No. 8 of the DISCUS Code.

Responsible Placement Provision No. 8 provides that beverage alcohol advertising “should not be placed on any outdoor stationary location within five hundred (500) linear feet of an established place of worship, an elementary school or secondary school except on a licensed premise.”

Code Review Board Decision: Immediately upon receipt of the complaint, the Code Review Board reached out to the advertiser. In response to the complaint, the billboard advertisement was removed by the advertiser in less than twenty-four hours. This outdoor advertising was determined to be less than 500 linear feet from the school and therefore in violation of the Code’s Responsible Placement Provision No. 8.

The advertiser stated that, as a matter of standard operating procedures, they require all signage to be compliant with the DISCUS Code and have taken aggressive remedial actions as a result of this complaint, including an immediate audit of all outside signage in the State of Washington to confirm that all such advertisement placements are in compliance with the DISCUS Code. (The results of the audit showed that all other Jose Cuervo outdoor placements were compliant with the DISCUS Code.)

Action by Advertiser: Responsive action taken

Status: Resolved