

Advertisement:

Advertiser:

Complainant:

Complaint Summary:

Lust Vodka marketing materials

Alkoplus, LLC

Industry member

The complainant believes that the Lust Vodka marketing materials on the Lust Vodka website captioned “Move Over Oysters... There’s a New Aphrodisiac in Town” (<http://lust-vodka.com/>) and the Lust Vodka June 18th PRNewswire press release headlined “Hey Gals: Put New Meaning Into Your July 4th Fireworks; Alko-Plus Creates ‘Lust Vodka’ that it says Increases Female Sexual Desire” violate Responsible Content Provision No. 27 of the DISCUS Code. Responsible Content Provision No. 27 provides that “beverage alcohol advertising and marketing materials should not rely upon sexual prowess or sexual success as a selling point for the brand.”

Specifically, the complainant believes that these materials run afoul of this Code provision due to the following statements made on Lust’s website and in the June 18th press release, including the headlines on the referenced marketing materials:

By definition, an **aphrodisiac** is a substance that, when consumed, increases sexual desire... While all of this is nice, what the small team of artisan distillers didn't know, they actually created a vodka that may increase sexual desire in women.

* * *

Simply due to its name, between Lust-Vodka and human nature’s insatiable dependency on the power of suggestion, having a bottle of Lust Vodka on your table naturally increases one’s sexual desire.

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The suggestive nature of the name, Lust-Vodka, creates a brand emotion inside consumers that only heightens one’s sexual desire, adding emotional elements of anticipation and seduction to the mix.

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So the math is simple: **Power of Suggestion + Increased Sexual Desire + Seductive Brand Emotion + Alcohol = Lust-Vodka**

The complainant contends that these marketing materials utilize both sexual prowess and sexual success as a selling point for the Lust Vodka brand in violation of the Code.

Code Review Board Decision: In responding to the complaint, the advertiser stated that “[a]fter reviewing the code, we understand your comments and concerns, and following your advice, have subsequently removed the promotional materials and content [referenced above] from our website, and will not issue any more press or promotion in violation of the DISCUS code.” The advertiser further stated that “[w]e apologize as we were unaware of the code, and going forward will adhere strictly to your guidelines and code with all our advertising and promotions.”

After careful consideration of the complaint and the advertiser’s response, the Code Review Board found that the Lust Vodka marketing materials subject to the complaint violated Responsible Content Provision No. 27 of the DISCUS Code providing that “beverage alcohol advertising and marketing materials should not rely upon sexual prowess or sexual success as a selling point for the brand.” The Board concluded that the headlines and statements on Lust Vodka’s website and in the June 18th press release relied upon sexual prowess and sexual success as a selling point for the Lust Vodka brand including statements that Lust Vodka is an “aphrodisiac” and “increases female sexual desire.”

The Code Review Board applauded the advertiser’s proactive responsive steps to address the complaint by removing the marketing materials that were posted on the Lust Vodka website and its commitment to take into account the provisions of the Code in subsequent press releases and marketing materials.

Action by Advertiser: In response to the complaint, the advertiser removed the promotional materials and content referenced above from their website and pledged to follow the provisions of the DISCUS Code for future marketing promotions.

Status: Resolved: Responsive action taken