

Advertisement:

Slim Chillers promotional video

Advertiser:

Slim Chillers, Inc. (Non-DISCUS member)

Complainant:

Industry member

Complaint Summary:

The complainant believes that the promotional video about Slim Chillers' products featuring two actors, both of whom are under the legal purchase age, runs afoul of Responsible Placement Provision No. 1 and Responsible Content Provisions Nos. 3 and 7 of the DISCUS Code. The complainant states that this promotional video is posted on the actors' Online Channel and is hyperlinked by Slim Chillers on the company's Twitter page, thereby implicating both the Responsible Placement and Responsible Content Provisions of the Code.

Responsible Placement Provision No. 1 provides that "[b]everage alcohol advertising and marketing materials are intended for adults of legal purchase age who choose to drink." Responsible Content Provision Nos. 3 and 7 provide, respectively, that "[b]everage alcohol advertising and marketing materials should not depict a child" and "[b]everage alcohol products should not be advertised or promoted by any person who is below the legal purchase age or who is made to appear to be below the legal purchase age."

After careful consideration of the complaint and the advertiser's response, the Board concluded that this video interview about Slim Chillers' products with actors under the legal purchase age violates Responsible Placement Provision No. 1 and Responsible Content Provision Nos. 3 and 7 of the DISCUS Code.

Specifically, the Board found that, since this promotional video is posted on the actors' Online Channel and hyperlinked by Slim Chillers on the company's Twitter page, both the Responsible Placement and Responsible Content Provisions of the Code are implicated in this complaint.

Action by Advertiser:

In responding to the complaint, the advertiser took immediate action to remove the promotional video posted on Slim Chillers' Twitter page. The advertiser also repeatedly requested the actors to remove the Slim Chillers promotional video from their Online

Twitter, Inc. [US] <https://twitter.com/Slimchillersinc/>



Channel and their Twitter page. After repeated outreaches, the videos were removed from both locations.

Status:

Resolved: Responsive action taken.