

Advertisement: Hit & Run Rum packaging and promotional material

Advertiser: Medco Atlantic, Inc. (Non-DISCUS Member)

Complainant: Private citizen

Complaint Summary:

The complainant considers the Hit & Run Rum packaging and promotional material set forth below runs afoul of Responsible Content Provision Nos. B3, C13, and C14.



Responsible Content Provision No. B3 provides that “[b]everage alcohol advertising or marketing materials should not portray beverage alcohol being consumed by a person who is engaged in, or is about to engage in, any activity that is illegal or requires a high degree of alertness or physical coordination, such as driving a vehicle.”

Responsible Content Provision Nos. C13 and C14 provide that beverage alcohol advertising and marketing materials that have an “association with anti-social or dangerous behavior” or “depict illegal activity of any kind” would violate the Code.

The complainant states that “I saw this brand and was appalled it is allowed on shelves and in markets in the United States. It should be illegal [and] is absolutely dangerous, lack of responsible advertising. There are thousands of deaths daily by drunk drivers who commit HIT AND RUN accidents resulting in death of children and adults.”

The complainant continued by relaying that “[b]randing that is so irresponsible MUST be regulated and demanded to be ELIMINATED in the US. This importer is acting irresponsibly - creating and supporting a brand that does not address the seriousness of drinking/driving/ causing LIFE threatening harm - Hit and Run Rum? Someone has got to be held responsible for creating such a harmful branded product - take this off the market immediately is the only responsible action.”

Code Review Board Decision:

After careful consideration of the complaint and without a response from the advertiser, the Code Review Board did not find that the Hit & Run Rum packaging and marketing materials violated Responsible Content Provision Nos. B3, C13, and C14 of the Code. In the Board's view, the packaging and marketing materials solely suggested an association with baseball and did not promote a connotation related to dangerous or illegal activities. The Board did note, however, that the "Hit & Run" brand name for a distilled spirits product does contain unfortunate alternate meanings and urged the advertiser to remain diligent to ensure that the advertising and marketing around this brand avoids any associations with dangerous or illegal activities.

Action by Advertiser: None required.

Status: Not applicable.