

Expedited Determination No. 29/24

Product: Heist Vodka

Company: Heist Vodka

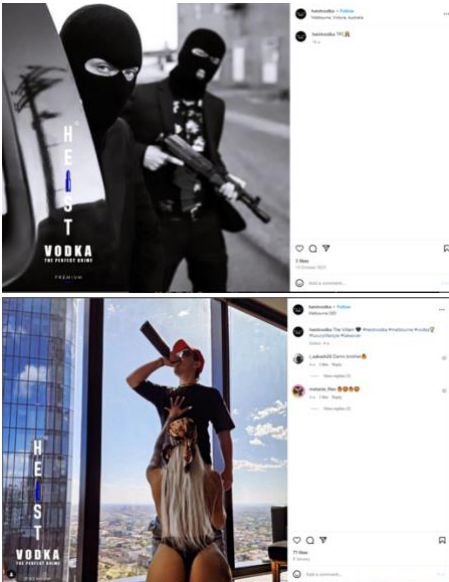
Date of Complaint: 12 February 2024

Complaint: The marketing shows overtly sexual advertising and alignment with criminal behaviour through the brandishing of weapons and face masks.

Code Standards: Part 3 of the ABAC Code provides that a Marketing Communication must NOT:

- (a)(ii) show (visibly, audibly or by direct implication), encourage, or treat as amusing, rapid Alcohol consumption, misuse or abuse of Alcohol or other irresponsible or offensive behaviour that is related to the consumption or presence of Alcohol.
- (c)(ii) show (visibly, audibly or by direct implication) the consumption or presence of Alcohol as a cause of or contributing to the achievement of personal, business, social, sporting, sexual or other success.

Marketing: The complaint concerns the two Instagram posts included below.



Company Action: The Company advised that the images had been removed and their social media team had gone in a different direction, accepting the breach and electing to proceed by expedited resolution.

Nature of Breach:

The first post breaches Part 3 (a)(ii) of the Code by directly implying that criminal activity (irresponsible behaviour) that is related to the alcohol product.

The second post breaches Part 3 (c)(ii) of the Code by showing or directly implying the consumption of alcohol contributing to the achievement of sexual success.

Chief Adjudicator
11 March 2024