

Advertisement: Cotton Candy Liqueur advertisement

Advertiser: Nicholas Enterprises, Inc.
(Non-DISCUS member)

Complainant: Industry member

Complaint Summary: The complainant believes that the advertisement runs afoul of Responsible Content Provision No. 7 providing that “[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.”



In that regard, the complainant states that “[t]he model’s appearance teamed with the tagline ‘FOR GIRLS ONLY...’ as the model eats cotton candy seems to further the implication that the ‘GIRL’ in the ad is underage.”

Code Review Board Decision: Upon receiving the complaint and prior to the Code Review Board’s deliberations, the advertiser proactively undertook an extensive review of its advertising campaign for Cotton Candy Liqueur and revised the advertising execution based upon the concerns raised in the complaint. In addition, the advertiser stated that they made every effort to replace all campaign materials with the revised advertising execution. The Code Review Board applauded these measures.

After careful deliberation, the Code Review Board found the Cotton Candy Liqueur advertisement that was the subject of the complaint in violation of Responsible Content Provision No. 7. In the Board’s view, the model’s appearance coupled with the tagline “FOR GIRLS ONLY...” ran afoul of this Code provision because she appears to be below the legal purchase age.

Action by Advertiser: In response to the complaint, the advertiser took immediate action and revised the advertising materials to address the concerns raised by the complainant and made every effort to replace all campaign materials with the revised advertising execution.

Status: Resolved. Responsive action taken.