

**Advertisements:**

Jim Beam “Remake” contest videos

**Advertiser:**

Beam Global Spirits & Wine, Inc.  
(DISCUS Member)

**Complainant:**

Industry member

**Complaint Summary:**

The complainant points to seven consumer-generated videos posted on the Jim Beam website, as well as one link to a Jim Beam video, pertaining to the advertiser's consumer-generated video contest, the "Remake" contest, noting that more than a hundred videos are on the website.



“The Tragedy”



“The Butterface”



“A Beautiful Tragedy”

As an overall point, the complainant states that the “video advertisements, due to their content and subject nature, do not reflect generally accepted contemporary standards of good taste; degrade the image, form, or status of women, ethnic, minority, sexually-oriented, or religious groups; contain lewd or indecent images or language; employ religion or religious themes and rely upon sexual prowess or sexual success as a selling point. These advertisements are a representative sample of hundreds of videos which contain potential violations.” The complainant asserts that these videos are inconsistent with Responsible Content Provision Nos. 23, 24, 26, and 27 of the DISCUS Code.



“Through A Man's Eyes”



“Spin the Jim”

Responsible Content Provision Nos. 23, 24, 26, and 27 provide, respectively, that “[b]everage alcohol advertising and marketing materials should reflect generally accepted contemporary standards of good taste;” “[b]everage alcohol advertising should not degrade the image, form, or status of women, men, or of any ethnic, minority, sexually-oriented, religious, or other group;” “[b]everage alcohol advertising and marketing materials should not employ religion or religious themes;” and “beverage alcohol advertising and marketing materials should not rely upon sexual prowess or sexual success as a selling point for the brand...[n]or depict overt sexual activity [or] promiscuity.”



“The Girlfriend Remake Truth”



“The Former Nun”

The complainant provided the following explanations regarding how the videos referenced below ran afoul of the Responsible Content Provisions of the Code noted above:

“The Butterface” – “The title of the video combined



“Everybody's Girlfriend”

with the use of a woman with a paper bag over her head while she talks about men knowing that she ‘is ready and willing’ and likes a man who takes her into his room ‘lights off’ is not in good taste, degrading to women and relies upon sexual prowess or sexual success as a selling point for the brand.”

“Through a Man’s Eyes” – “The phrase ‘through a man’s eyes women just look and sound better holding a Jim Beam Bottle’ combined with the image of a woman changing in appearance when a man looks at her with a bottle of Jim Beam is not in good taste and degrading to women.”

“The Girlfriend Remake Truth” – “This video is focused on the breasts of the woman the entire time while a voiceover says that he always listens to her is not in good taste and degrading to women.”

“Everybody’s Girlfriend” – “Video of a woman talking to numerous boyfriends is not in good taste, degrading to women, and relies upon sexual prowess or sexual success as a selling point for the brand.”

“The Tragedy” – “Video from Jim Beam is not in good taste, and degrading to women based on sexual orientation due to the suggestion that it is a ‘tragedy’ to be a homosexual.”

“A Beautiful Tragedy” – “Woman stating she had ‘sex all the time,’ ‘most of my boyfriends couldn’t keep up’ and ‘my favorite was threesomes with a girl and a guy’ as she is putting on a nun’s outfit is not in good taste, degrading to women, relies upon sexual prowess or sexual success as a selling point for the brand and employs religion or religious themes.”

“Spin the Jim” – “Video of clothing coming off as people play ‘spin the bottle’ with a bottle of Jim Beam is not in good taste and relies upon sexual prowess or sexual success as a selling point for the brand.”

“The Former Nun” – “Video of a ‘former nun’ talking about having a deep burning desire that she could never quench, never having a boyfriend, spending a lot of time alone fantasizing and having a very active imagination while wearing a nun’s outfit is not in good taste, degrading to women, relies upon sexual prowess or sexual success as a selling point for the brand and employs religion or religious themes.”

**Code Review Board Decision:**

In responding to the complaint, the advertiser stated that the consumer-generated videos were part of the advertiser’s

"Remake" contest inviting legal purchase age consumers to create spoofed, tongue-in-cheek versions of three of the advertiser's commercials. The advertiser stated that the consumers submitting video entries and the viewers of those entries were required to enter information verifying that they were of the legal purchase age. The advertiser stated that "The Tragedy" video had been posted as an example video that could be spoofed as a contest entry.

The advertiser also noted that the consumer-generated videos were to express the creativity of those entering the contest. The advertiser stated that, in submitting videos, each contestant agreed to specific rules requiring compliance with the provisions of the DISCUS Code. The advertiser stated that its advertising agency, which receives regular training on the DISCUS Code, was charged with reviewing the videos prior to posting them on the website to ensure compliance with the DISCUS Code.

The advertiser also stated that the videos in question were not placed into mass media, were not mass distributed and only could be accessed through the age-affirmed website. Finally, the advertiser noted that the consumer-generated videos that were not selected as contest finalists were removed from the advertiser's website after the filing of the complaint because these videos were no longer relevant to the completion of the contest. In that regard, the portion of the contest relating to the submission of videos by consumers, and the selection by the advertiser's agency of videos for age-affirmed consumer voting, were concluded prior to the filing of the complaint.

Regarding the Jim Beam "The Tragedy" video, the advertiser stated that this video is in good taste under the Code because there is nothing in the imagery or content that is demeaning or degrading to any member of society.

After careful deliberation, the Code Review Board found seven of the eight videos in question to be in violation of the Code. The Board's determinations for each of these advertisements are set forth below:

Regarding "The Butterface" video, the Board found that this video violated Responsible Content Provision Nos. 23 and 24 because it was inconsistent with generally accepted contemporary standards of good taste and was degrading to women. The Board, however, did not find this video in violation of Responsible Content Provision No. 27.

Regarding the "Through a Man's Eyes" video, the Board found that this video violated Responsible Content Provision

No. 24 because its content was degrading to women. The Board, however, did not find this video in violation of Responsible Content Provision No. 23.

Regarding “The Girlfriend Remake Truth” video, the Board found that this video violated Responsible Content Provision Nos. 23 and 24 because it was inconsistent with generally accepted contemporary standards of good taste and degraded the image of women in that the video only showed a woman’s breasts.

Regarding the “Everybody’s Girlfriend” video, the Board found that this video did not violate Responsible Content Provision Nos. 23, 24 or 27 because it was consistent with generally accepted standards of good taste, was not degrading to women and did not rely upon sexual prowess or sexual success as a selling point for the brand.

Regarding “The Tragedy” video, the Board found that this video violated Responsible Content Provision No. 24 because the meaning implied by the title was degrading to women and certain sexually-oriented groups. The Board, however, did not find this video in violation of Responsible Content Provision No. 23.

Regarding the “Beautiful Tragedy” video, the Board found that this video violated Responsible Content Provision Nos. 23, 24, 26, and 27 because it was inconsistent with generally accepted standards of good taste, was degrading to women, employed religious themes, and relied upon sexual prowess and success with its references to overt promiscuity.

Regarding the “Spin the Jim” video, the Board found that this video violated Responsible Content Provision No. 27 because it relied upon sexual prowess and sexual success as a selling point for the brand. The Board did not find this video in violation of Responsible Content Provision No. 23; however, concern was expressed relating to the depiction of a game of ‘Spin the Bottle’ in that it does not demonstrate responsible practices and reflects poorly upon the industry.

Regarding the “Former Nun” video, the Board found that this video violated Responsible Content Provision Nos. 23, 24, 26, and 27 because it was inconsistent with generally accepted standards of good taste, was degrading to women, employed religious themes, and relied upon sexual prowess and success as a selling point for the brand.

**Action by Advertiser:**

The advertiser removed forthwith its "The Tragedy" video and the remaining videos found in violation already had been removed from the advertiser's website given the completion

of contest entries and transition to the final stage of the contest. The advertiser also has heightened its existing internal and agency compliance and vetting processes prior to the posting of materials on its website to ensure compliance with the Code.

**Status:**

Resolved: Responsive action taken.