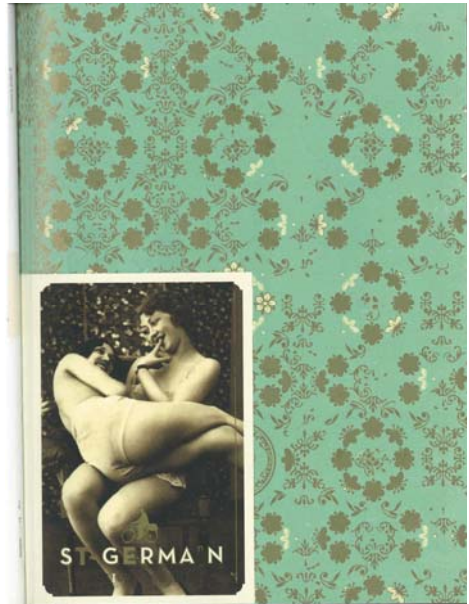


**Advertisement:** St-Germain Delice De Sureau  
print advertisement

**Advertiser:** Cooper Spirits International,  
LLC  
(Non-DISCUS member)

**Complainant:** Third-party organization  
San Rafael, California

**Complaint Summary:** The complainant believes that the advertisement depicting two women, with one woman partially undressed sitting in the other's lap, is inconsistent with Responsible Content Provision Nos. 23, 24, 25, and 27 of the Code.



Responsible Content Provision Nos. 23, 24, 25, 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 and marketing materials should not degrade the image, form or status of women;” “[b]everage alcohol advertising and marketing materials should not contain any lewd or indecent images;” and beverage alcohol “advertising and marketing materials should not contain or depict...gratuitous nudity.”

**Code Review Board Decision:** In responding to the complaint, the advertiser stated that the advertisement is a reproduction of a French postcard from the turn of the century, reflective of a period in French history and culture. The advertiser also stated that St-Germain, a liqueur created in the artisanal French manner imported from France, maintains a traditional French authenticity and the marketing campaign for that brand is intended to be in keeping with French culture during the periods of the 1890s through the 1920s. The advertiser stated that the advertisement was meant to be vintage imagery of historical French culture and his belief that this advertising execution was within generally accepted contemporary standards of good taste, not degrading to women, nor did the image depict gratuitous nudity or lewd images.

After careful deliberation, the Code Review Board did not find a violation of Responsible Content Provision Nos. 23, 24, 25, and 27 of the DISCUS Code. In that regard, the Board did not find that the advertisement degraded the image of women, contained lewd or indecent images, depicted gratuitous nudity, or conflicted with generally accepted contemporary standards of good taste. Concern,

however, was expressed that this advertising execution was very close to the line in terms of violating Responsible Content Provision No. 27 in that the execution could imply or suggest gratuitous nudity with sexual overtones. While no violation was found for the instant advertisement, the Board urged the advertiser to consider these implications in developing future advertising and marketing materials by selecting other depictions of French culture that would not raise these concerns.

**Action by Advertiser:**

None required

**Status:**

Not applicable