

THIS AIN'T YOUR GRANDMA'S TEA PARTY.

Advertisement: Sweet Carolina Sweet Tea Vodka print advertisement

Advertiser: White Rock Distilleries (Non-DISCUS member)

Complainant: Industry Member

Complaint Summary: The complainant contends that the advertisement is inconsistent with Responsible Content Provision Nos. 27, 23 and 3.



Responsible Content Provision No. 27 provides that “beverage alcohol advertising and marketing materials should not rely upon sexual prowess or sexual success as a selling point for the brand....[and] should not contain or depict...promiscuity...” Responsible Content Provision No. 23 provides that “[b]everage alcohol advertising and marketing materials should reflect generally accepted contemporary standards of good taste.” Responsible Content Provision No. 3 provides that “[b]everage alcohol advertising and marketing materials should not depict...images...that primarily appeal to persons below the legal purchase age.”

The complainant believes that the images in this advertisement portray a scene containing sexual promiscuity and utilize sexual prowess/success as a selling point for this brand violating Responsible Content Provision No. 27 and that the “advertisement text further punctuates the scene with the statement: ‘THE NOT-SO-PROPER TEA.’” The complainant also believes that the images in the advertisement are inconsistent with generally accepted contemporary standards of good taste under Responsible Content Provision No. 23 insofar as the female models are either partially clad or completely unclad in a strip poker game where the male model is fully clad in a rabbit (bunny) costume with a lascivious facial expression.

In addition, the complainant believes that the depiction of the male model in the advertisement clad in the rabbit (bunny) costume is inconsistent with Responsible Content Provision No. 3 in that the bunny costume depicts an image that primarily appeals to individuals below the legal purchase age -- a special attractiveness to such persons beyond the general attractiveness it has for individuals of the legal purchase age.

Code Review Board Decision: After careful deliberation, the Code Review Board found the Sweet Carolina Sweet Tea Vodka advertisement in violation of Responsible Content Provision Nos. 27 and 23 of the DISCUS Code. In that regard, the Board found that the images in this advertisement portray a scene containing sexual promiscuity and utilize sexual prowess/success as a

selling point for this brand violating Responsible Content Provision No. 27, and that the advertising tagline “THE NOT-SO-PROPER TEA” further punctuates this scene.

The Board also concluded that the images in the advertisement are inconsistent with generally accepted contemporary standards of good taste under Responsible Content Provision No. 23 insofar as the female models are either partially clad or completely unclad in a strip poker game where the male model is fully clad in a rabbit costume with a lascivious facial expression.

The Board did not find that the advertisement violated Responsible Content Provision No. 3 and concluded that the images depicted do not primarily appeal to individuals below the legal purchase age.

In responding to the complaint, the advertiser stated that he fully supports the DISCUS Code and will cease running the advertisement in any future publications.

Action by Advertiser:

The advertiser immediately took action to no longer run the advertisement in any future publications upon learning of the complaint.

Status:

Resolved: Responsive action taken