



Alcohol Advertising & Sponsorship

CODE FOR ADVERTISING AND PROMOTION OF ALCOHOL

The Advertising Standards Authority (ASA) provides the rules by which all advertisements in New Zealand should comply. The ASA is a **voluntary** group comprising advertisers, communications agencies, and media organisations in New Zealand.

The ASA has developed standards for the advertising and promotion of alcohol. This is called the [Code for Advertising and Promotion of Alcohol](#). It applies to the advertising and promotion for alcoholic drinks be broadcasted, published, or otherwise placed in New Zealand and includes all products with an alcohol strength above 1.15% by volume. It is only a voluntary code - alcohol advertising in New Zealand is largely self-regulated and there are no penalties or powers of enforcement.

The Code is designed to ensure that alcohol advertising and promotions are consistent with the need for social responsibility and moderation, and does not appeal to minors. There are four principles in the ASA code for advertising and promotion: these are:

1. Alcohol advertising and promotions shall observe a high standard of social responsibility.
2. Alcohol advertising and promotions shall be consistent with the need for responsibility and moderation in alcohol.
3. Alcohol advertising and promotions shall be directed at adult audiences. Alcohol advertising and promotions shall not be directed at minors nor have strong or evident appeal to minors in particular. This applies to both content and placement.
4. Sponsorship advertisements shall clearly and primarily promote the sponsored activity, team or individual. The sponsor, the sponsorship and items incidental to them, may be featured only in a subordinate manner.

The principles, and guidelines accompanying each principle, covers all kinds of advertisements including material advertisers share on social media, and the content users



generate in response to advertiser prompts. The Code requires that **no alcohol advertisements are permitted to be broadcast on TV between 6:30am and 8:30pm**. There are no such restrictions on what time alcohol advertisements can be broadcast on radio or other media. There are [guidance notes](#) to accompany the Code.

A Liquor Advertising Promotion and Pre-vetting Service (LAPS) is provided for advertisers to refer their advertisements and check for compliance with the code. However, this is a voluntary system – it is not compulsory to have advertisements pre-vetted for compliance.

If any person believes that an advertisement is in breach of the Code, a complaint can be made to the ASA. The ASA Complaints Board will review the complaint and make a judgement on whether the Code has been breached. The Board comprises nine members, which include five members from the public and four from the advertising industry.

If an advertisement is found to breach the code, the only penalty is that the advertisement must be removed. This means that an advertisement may have been running for many months before a complaint is made and a decision on any breach is made.

For more information, please check out the following links:

- **Code for Advertising and Promotion of Alcohol**
<http://www.asa.co.nz/codes/codes/code-for-advertising-and-promotion-of-alcohol/>
- **Guidance notes on Code for Advertising and Promotion of Alcohol**
<http://www.asa.co.nz/codes/code-guidance-notes/code-for-advertising-and-promotion-of-alcohol/>
- **Guidance notes on Social Media**
<http://www.asa.co.nz/codes/code-guidance-notes/social-media/>