



Final revised alcohol advertising rules

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Section 1

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11.8 ALCOHOLIC DRINKS

Notes to 11.8:

1. *The Notes included with 11.8.1 and 11.8.2 are, in general, simply those which clarify the scope of the rules. Additional interpretative guidance will be produced by the Broadcast Committee of Advertising practice, subject to public consultation and to Ofcom's approval*

2. *The spirit as well as the letter of the rules in this section apply whether or not a product is shown, referred to or seen being consumed. (See also rule 1.2)*

3. *Where soft drinks are promoted as mixers, rules 11.8.1 & 2 apply in full*

11.8.1 – Rules for all advertising

- a)
 - 1) Advertisements must not suggest that alcohol can contribute to an individual's popularity or confidence, or that refusal is a sign of weakness. Nor may they suggest that alcohol can enhance personal qualities
 - 2) Advertisements must not suggest that the success of a social occasion depends on the presence or consumption of alcohol.
- b) Advertisements must not link alcohol with daring, toughness, aggression or anti-social behaviour
- c) Advertisements must not link alcohol with sexual activity or success or imply that alcohol can enhance attractiveness
- d) Advertisements must not suggest that regular solitary drinking is acceptable or that drinking can overcome problems
- e) Advertisements must not suggest that alcohol has therapeutic qualities nor offer it as a stimulant, sedative, mood-changer or to boost confidence. There must be no suggestion that physical or other performance may be improved by alcohol or that it might be indispensable
- f) Advertisements must not suggest that a drink is to be preferred because of its alcohol content nor place undue emphasis on alcoholic strength. (This does not apply to low alcohol drinks. See 11.8.3)
- g)
 - 1) Advertisements must not show, imply or encourage immoderate drinking. This applies both to the amount of drink and to the way drinking is portrayed
 - 2) References to, or suggestions of, buying repeat rounds of drinks are not acceptable

Note: This does not prevent, for example, someone buying a drink for each of a group of friends. It does, however, prevent any suggestion that other members of the group will buy any further rounds

3) Alcoholic drinks must be handled and served responsibly

Note: 11.8.1(g)(1) and (2) do not apply to advertising for low alcohol drinks)

- h) Advertisements must not link drinking with the use of potentially dangerous machinery, with behaviour which would be dangerous after consuming alcohol (such as swimming) or with driving

11.8.2 – Additional rules for alcohol advertisements

- a) (1) Advertisements for alcoholic drinks must not be likely to appeal strongly to people under 18, in particular by reflecting or being associated with youth culture

(2) Children must not be seen or heard, and no-one who is, or appears to be, under 25 years old may play a significant role in advertisements for alcoholic drinks. No-one may behave in an adolescent or juvenile way

Notes:

(1) See the exception in 11.8.2(a)(3)

(2) In advertising for low alcohol drinks, anyone associated with drinking must be, and appear to be, at least 18 years old

(3) There is an exception to 11.8.2(a)(2) for advertisements in which families are socialising responsibly. In these circumstances, children may be included but they, and anyone who is, or appears to be, under 25 must only have an incidental role. Nevertheless, it must be explicitly clear that anyone who appears to be under the age of 18 is not drinking alcohol

- b) Advertisements for alcoholic drinks must not show, imply or refer to daring, toughness, aggression or unruly, irresponsible or anti-social behaviour
- c) Advertisements for alcoholic drinks must not appear to encourage irresponsible consumption
- d) Advertisements for alcoholic drinks must not normally show alcohol being drunk in a working environment
- e) Alcoholic drinks must not be advertised in a context of sexual activity or seduction but may include romance and flirtation subject to rule 11.8.2(a) (Youth appeal)

11.8.3 – Low alcohol drinks

Exceptions to 11.8.1 and 11.8.2 apply to advertisements for drinks containing 1.2% alcohol by volume or less so long as the low alcohol content is made clear. (The exceptions are not granted if the advertising might promote a product of higher alcoholic strength or might conflict with the spirit of the rules)

The exceptions are:

(a) 11.8.2(a)(2): Anyone associated with drinking must be, and appear to be, at least 18 years old

(b) The advertisements need not comply with:

- 11.8.1(f)
- 11.8.1(g)(1) or (2)