

Full title of law or regulation	ARPP Alcohol Advertising Code https://www.arpp.org/wp-content/uploads/2016/09/Alcohol_Code-27_04_2015.pdf
Title of relevant section	Section 1. General Principles
Clauses	<p>1. General Principles Marketing communication is defined as any type of expression with an advertising goal, targeting consumers, no matter the media.</p> <p>1/1. Marketing communication must not encourage excessive consumption or criticize abstinence and sobriety.</p> <p>1/2. Marketing communication must not be confusing about the nature of the drink and its alcohol degree. It must not imply that consuming low degree alcohol beverages prevents excess. It must not, on the contrary, highlight or argument on the high alcohol degree of a beverage.</p> <p>1/3. Marketing communication shall not suggest that alcohol, alone or combined with soft drinks, has therapeutic qualities or that it is a stimulant, a sedative or a mean of resolving conflicts. It must not demonstrate that alcohol improves physical, psychological or intellectual performances.</p> <p>1/4. Marketing communication must not present alcohol consumption as a help to overcome individual or collective problems, nor illustrate or mention success gained thanks to alcohol consumption.</p> <p>1/5. Marketing communication must not demonstrate that alcohol consumption contributes to sentimental success, sport success, sexual success, or constitutes a sign of maturity, of manhood or is necessary for social success.</p> <p>1/6. Marketing communication must not associate alcohol consumption to luck situations, exploits, boldness or sport exercises.</p> <p>1/7. Marketing communication must not associate alcohol consumption to car driving or to the use of potentially dangerous machines.</p>