

NOTE

This is the definition of “Strong or Evident Appeal to Minors’ from the ABAC Code of Responsible Marketing, linked below. Section 6 Definitions

<http://www.abac.org.au/wp-content/uploads/2021/03/ABAC-Responsible-Alcohol-Marketing-Code-26-February-2021.pdf>

Strong or Evident Appeal to Minors means:

- i. Likely to appeal strongly to Minors;
- ii. Specifically targeted at Minors;
- iii. Having a particular attractiveness for a Minor beyond the general attractiveness it has for an Adult;
- iv. Using imagery, designs, motifs, animations or cartoon characters that are likely to appeal strongly to Minors or that create confusion with confectionary or soft drinks; or
- v. Using brand identification, including logos, on clothing, toys or other merchandise for use primarily by Minors.

Minor means a person who is under 18 years of age and therefore not legally permitted to purchase an Alcohol Beverage in Australia.

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