

NOTE

A summary of the ruling made in the case 2191/19 featuring Diageo/ Johnny Walker

Date: November 2019

Case No: 191/19

Advertiser: Diageo Brazil/ Johnny Walker

Decision: Suspension and warning

Rules: Articles 1, 3, 6 and 50, letter "b", of the [Code](#) and its Annex A

Summary:

An advertisement in outdoor media for Johnny Walker whiskey did not contain a warning message, as required by the Code in Annex A. Also the existence of copy which appeared to differ from a generally permissible approach was questioned.

The advertiser defended the campaign, explaining the outline and phasing of the campaign and arguing that the warning phrase appears in the final presentation of outdoor media inside a shopping centre, which would make any breach of the Code uncharacteristic, especially since mostly adult audiences frequent the area.

It was concluded that this advertising must respect the recommendations of advertising ethics, which sets out that, due to the nature of the product, ethical rules must be adopted in their most conservative interpretation. From this point of view, it was considered that the ad breached ethical rules, both in its general presentation and specifically with regard to the warning message.

Note: the link below shows what may be part of the advertising

<http://www.g-regs.com/downloads/BRAIcJohnnyWalkerad.jpeg>

.....