

NOTE

Exceptions to the requirement to show Warning Messages in Brazilian alcoholic beverage advertising  
From article 7 of Exhibit A, and 6 of Exhibits P and T of the Brazilian Code of Advertising Self-Regulation  
<https://www.g-regs.com/downloads/BRGenBrazilianAdvertisingSRCCodeEN.pdf>

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**Exceptions:**

The following ads, provided that they have no product consumption appeal, are released from the mandatory insertion of the warning clause:

- a. Static advertisement in stadium, samba stadium (sambódromos), gymnasium and other sports arenas, when only the product, brand and slogan are identified;
- b. The mere expression of brand, slogan or exhibition of the product that uses competition means as support;
- c. Calls of sponsored programs in radio and TV, including pay TV, including characterizations of sponsorship of such shows;
- d. Rocket lines\*, vignettes and similar. \* These are best described as 'brand sound bites'.

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