

SECTION 2: RESPONSIBLE CONSUMPTION

General Advertising Codes

Issue

Occasionally, special interest groups or individuals complain about brand advertising in general or specific aspects of individual advertisements.

Quick Summary

- Advertising Standards Canada must approve all broadcast advertising.
- Broadcast advertising for alcoholic beverages must also adhere to a CRTC Code.

Background

All broadcast advertising for alcoholic beverages must adhere to a Code put in place by the Canadian Radio-television and Telecommunications Commission (CRTC), a federal regulatory agency. The Code specifies what can and cannot be contained in the commercials.

Advertising Standards Canada (ASC) provides pre-clearance approvals for broadcast advertising at the federal level and on behalf of some provinces. Costs incurred are borne by the manufacturers. Quebec, Nova Scotia and Saskatchewan require provincial pre-approval.

In addition to adhering to the federal broadcast code and numerous government regulations, members impose additional self-regulatory codes. Members follow an industry-imposed voluntary advertising code for higher alcohol beer. The code prohibits advertising for beer containing more than 7.5% alcohol by volume before 10pm, and has to appear during programs appealing to individuals 25 and over.

All brand advertising is subjected to extensive consumer testing before it is considered for inclusion in a program. Companies make every attempt to ensure advertising is on target, effective and does not offend any particular group.

Industry Discussion Points

- Advertising Standards Canada must approve all broadcast advertising. Quebec, Saskatchewan and Nova Scotia also requires provincial preclearance of broadcast and print advertising.
- Furthermore, broadcast advertising for alcoholic beverages must adhere to a code put in place by the CRTC.



Responsive

- All marketing and advertising strategies used by brewers are aimed at the alcohol consumer of legal minimum drinking age. Advertising agencies have been told specifically that the target market is above the legal drinking age, and have been instructed not to purchase ad time during programming aimed primarily at an audience of those below the legal minimum drinking age.

