

Advertisement: Johnnie Walker – “Keep Walking Campaign 2025” promotional video

Advertiser: Diageo (non-DISCUS Member)

Complainant: Private citizen

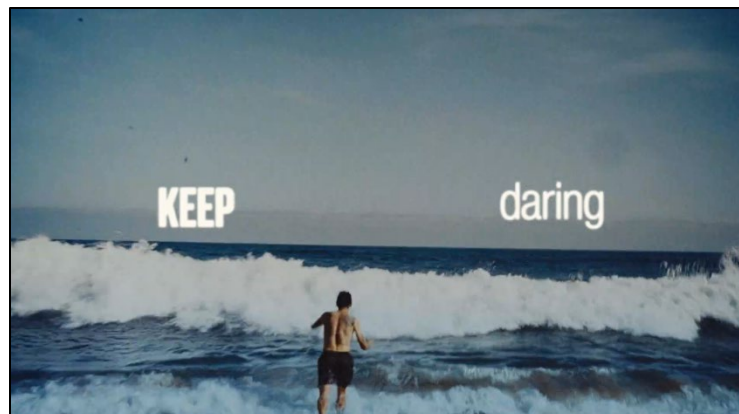
Johnnie Walker – “Keep Walking Campaign 2025” Promotional Video Complaint Summary:

The complainant alleges that the Johnnie Walker “Keep Walking Campaign 2025” promotional video detailed below violates Responsible Content Provision Nos. 1, 3.b.iii, 3.b.iv, 4, 4.b, and 4.d.

The complainant states that “I am submitting this complaint to request a formal review of the ‘*Johnnie Walker – Keep Walking Campaign 2025*’ video advertisement posted [here](#), which appears to contain multiple violations of the **DISCUS Code**. The press release for this advertisement is here <https://www.thespiritsbusiness.com/2025/11/johnnie-walker-refocuses-keep-walking-campaign/>. The advertisement raises substantial concerns regarding association of alcohol with risky physical behavior, primary appeal to minors, use of sexualised imagery, and the use of messaging that may imply personal empowerment or emotional resilience through alcohol. Below is a structured summary of the specific issues observed.”

Regarding an alleged association with hazardous activities, the complainant states that “[t]he Code states that advertising should not ‘depict the consumption of beverage alcohol... in conjunction with any activity requiring a high degree of alertness or physical coordination.’ Furthermore, it prohibits the portrayal of dangerous or reckless behavior. This advertisement creates a direct thematic association between the consumption of Johnnie Walker and the following dangerous activities:

- **00:15 (Skateboarding Crash):** A skateboarder attempting a high-impact trick on concrete and suffering a severe fall and implied fracture, accompanied by the text ‘Keep Failing’
- **00:23 (Ocean swimming):** An individual running into the ocean surf, accompanied by the text ‘Keep Daring’ suggests that alcohol consumption is compatible with, or an encouragement for, taking physical risks in the ocean.



While the actors are not holding bottles *during* these specific stunts, the montage editing technique implies that the spirit of the brand is the fuel for these activities. The visual proximity of these stunts to shots of alcohol (00:10, 00:26) creates an implied consumption context that contradicts the safety standards of the industry.”

Regarding an alleged appeal to minors, the complainant relays that “[t]he Code prohibits use of ‘content... that primarily appeals to individuals under the age of 21’ ‘if they have special attractiveness to such persons beyond the general attractiveness for persons of legal purchase age.’ **00:13 – 00:15 (Skateboarding)**: Skateboarding is an activity culturally dominated by and associated with demographics under the legal drinking age (LDA). According to publicly available data, **40% of skateboarders in the U.S. are under 18**. The source also notes the ‘youth demographic (ages 12–17)’ comprises around **35-45%** of participants.

<https://zipdo.co/skateboard-industry-statistics/>”

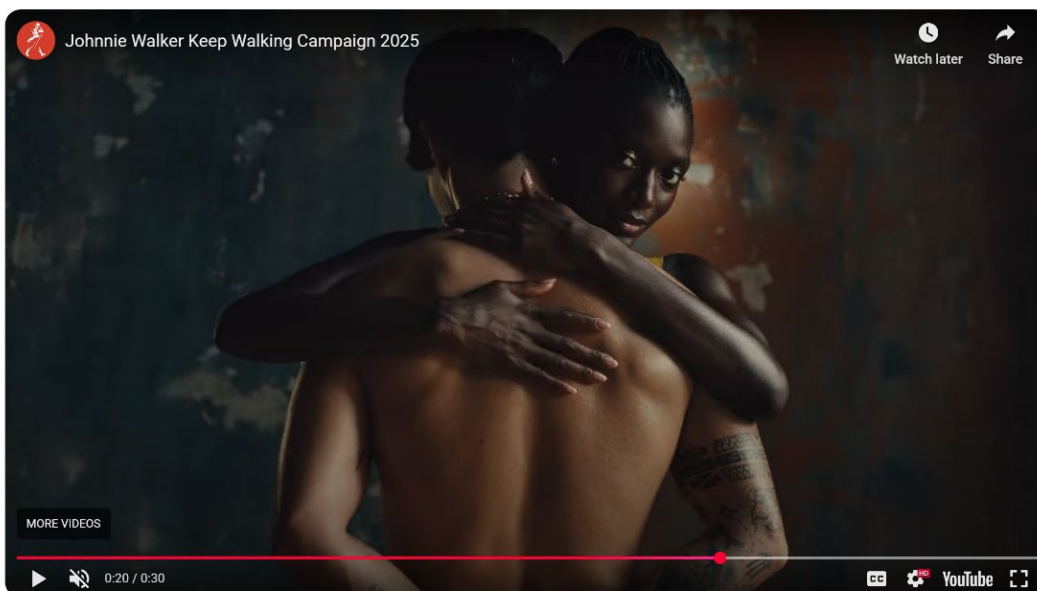


The complainant adds that “[t]he use of a “fisheye” lens angle for the skateboard shot mimics the visual vernacular of teenage skate videos. Given these figures, skateboarding remains heavily youth-skewed. By using skateboarding imagery – **especially anchoring the emotional climax of the ad (the crash) on a skateboarder – the ad will create ‘primary appeal’ with under-legal-purchase-age youth**, potentially promoting the brand as a ‘rite of passage’ to adulthood.”

Regarding an alleged use of sexualized imagery, the complainant states that “[t]he Code prohibits the use of **lewd or indecent images or language, overt sexual activity or promiscuity, or depictions relying on sexual prowess or sexual success as a selling point**. At **00:20**: The ad features a **female** and a possibly nude **male** in a context that appears to use **sexualized visual codes**: glamorous, sensual imagery (lighting, framing, body language) that may evoke attraction, desire or implicit sexual undertones. The juxtaposition of this imagery with a premium alcohol brand arguably places emphasis on sexual attractiveness associated with the product. Even if the imagery stops short of explicit nudity or overt sexual activity, the combination of sexual suggestion + alcohol branding + aspirational lifestyle crosses the threshold for lewd or indecent images under the Code’s broad definition. Academic analyses of

alcohol marketing under the BI/DISCUS regimes have cited lewd or suggestive imagery (e.g., minimal clothing, overt sexual posture) as reasons for formal violations in past cases.

<https://pmc.ncbi.nlm.nih.gov/articles/PMC4167100/>



Regarding an alleged violation of Responsible Content Provision No. 3.b.iv, the complainant adds that “[t]he Code prohibits claims that alcohol consumption leads to social, professional, athletic, or personal success or status. It also prohibits content that portrays alcohol as contributing to personal transformation, strength, or emotional resilience, or implicitly encouraging self-confidence through drinking. (Implicit in ‘social responsibility’ / ‘good taste’ obligations)

- Slogans such as ‘**KEEP Daring**’, ‘**KEEP Fighting**’, ‘**KEEP Risking**’ — used in tandem with brand visuals — convey a narrative of perseverance, courage, risk-taking, and personal drive.
- The overall tone of the campaign suggests that the alcohol brand is part of a motivational, aspirational lifestyle that empowers the consumer to ‘keep going,’ ‘push limits,’ ‘take risks.’
- The messaging risks **implying** that alcohol (or the brand identity associated with it) is connected to personal empowerment, daring, and a motivational ‘philosophy of living.’ This effectively treats alcohol not simply as a beverage, but as a tool or enabler for personal or emotional enhancement. That is disallowed under the Code’s prohibition of linking alcohol to social or personal success. “

The complainant adds that “[b]y combining high-risk physical activity, youthful / youth-oriented imagery, sexualized visuals, and empowering slogans, the Ad does not merely cross a single line — it weaves together *multiple* regulatory risks, each reinforcing the other. The risk is that the advertisement will disproportionately appeal to under-legal-purchase-age individuals (minors),

encouraging associations between alcohol, youthful identity, daring lifestyle, sexual attractiveness, and personal success — precisely the cluster of outcomes the DISCUS Code aims to prevent. Given the global reach of the brand and likely high dissemination of the Ad (video, social media, streaming), the potential exposure to young, impressionable audiences is substantial.”

The complainant concludes by stating that “[i]n light of the issues outlined above, as a concerned citizen, I respectfully request that the DISCUS Code Review Board:

1. **Initiates a formal review** of the ‘Johnnie Walker – Keep Walking Campaign 2025’ advertisement for compliance with the Code.
2. **Requires the advertiser to withdraw** the current version of the Ad until non-compliant elements are removed (or significantly re-edited).
3. **Issues guidance to the advertiser** demanding revisions that ensure no link between the brand and risky physical behavior, sexual or suggestive imagery, youth-targeted culture, or implied empowerment from alcohol.
4. **Requires an audit** of all related campaign materials (videos, social media, print, OOH) to ensure full compliance across all media and platforms.”

DISCUS Code Provisions Identified:

Responsible Content Provision No. 1 provides that “[a]ll beverage alcohol advertising and marketing materials, regardless of placement, are intended for legal purchase age adults who choose to drink. The content of beverage alcohol advertising and marketing materials should primarily appeal to individuals 21 years of age or older and, as such, marketing that primarily appeals to individuals under the age of 21 is inappropriate and constitutes a violation of the Code. Advertising and marketing materials are considered to ‘primarily appeal’ to persons below the legal purchase age if they have special attractiveness to such persons beyond the general attractiveness for persons of legal purchase age. Such content would include, but is not limited to, depictions of children themselves or portrayals of objects, images, figures (such as Santa Claus or the Easter Bunny), or cartoon characters that primarily appeal to persons below the legal purchase age.”

Responsible Content Provision No. 3.b.iii provides that “[p]ortrayals of beverage alcohol being consumed by a person who is engaged in, or is about to engage in, any activity that requires a high degree of alertness or physical coordination, including, but not limited to, driving a vehicle, swimming or jumping into water, or skiing” would violate the Code.

Responsible Content Provision No. 3.b.iv provides that “[c]laims or representations that individuals can attain social, professional, educational, or athletic success or status due to beverage alcohol consumption” would violate the Code.

Responsible Content Provision No. 4 provides that “[b]everage alcohol advertising and marketing materials should reflect generally accepted contemporary standards of good taste.”

Responsible Content Provision No. 4.b provides that “[g]raphic or gratuitous nudity, overt sexual activity, promiscuity, or sexually lewd or indecent images or language” would violate the Code.

Responsible Content Provision No. 4.d provides that “[m]aterial that relies upon sexual prowess or sexual success as a selling point” would violate the Code.

Code Review Board Decision:

In response to the complaint, the advertiser stated when referring to the alleged violation of Responsible Content Provision No. 3.b.iii that “Diageo believes that the Advertisement does not violate RCP No.3.b.iii. because the Advertisement does not portray, or imply in any manner, that beverage alcohol is being consumed by a person who is engaged in, or about to engage in, an activity that requires a high degree of alertness or physical coordination.”

The advertiser noted that “[n]owhere in the ‘Skateboarding Crash’ or ‘Ocean [S]wimming’ scenes are there any portrayals of beverage alcohol being consumed by any individual before or during, or even after, engaging in the respective activities. Beverage alcohol is not featured in any way in these scenes, nor is beverage alcohol featured in a manner that would imply that beverage alcohol was consumed before or during engagement of such activities.”

The advertiser relayed that “[c]omplainant suggests that the visual proximity of stunts to shots of alcohol creates an implied consumption context due to a ‘montage editing technique.’ Diageo disagrees. Each clip of the Advertisement represents a discrete activity occurring in a discrete moment in time; there is no implication that one scene occurs immediately prior to or after another in a tied fashion. There are completely different individuals in the scenes, and each clip features individuals who wear different clothing for different occasions.”

The advertiser continued by stating that “[i]n November 2023, upon reviewing an advertisement which depicted two individuals riding motorcycles to an agave field and subsequently consuming beverage alcohol, the Board held that the advertisement did not portray beverage alcohol being consumed by a person who is engaged in, or is about to engage in, an activity that requires a high degree of alertness or physical coordination because ‘while it could be inferred that [the two individuals] might leave the location on their motorcycles, [the Board] could not conclude based on the ad that [the two individuals] would then continue riding their motorcycles after drinking.’ The Board’s reasoning applies here, to the Advertisement at issue. While beverage alcohol is included in two separate scenes in the Advertisement (although never consumed), it is done so with different actors who are engaged in different activities. In other words, beverage alcohol is not consumed by or featured with the individuals who appear in the Skateboard Crash or Ocean Swimming scenes at any point in the Advertisement. Thus, a reasonable person cannot infer or conclude that the individuals in the ‘Skateboarding Crash’ or ‘Ocean [S]wimming’ scenes performed their respective activities during or after drinking alcohol. For the foregoing reasons, Diageo respectfully submits that the Advertisement does not violate RCP No.3.b.iii.”

Regarding the alleged violation of Responsible Content Provision No. 1, the advertiser stated that “Diageo respectfully submits that the Advertisement does not violate RCP No.1. because the skateboarding scene, as a whole, contains strong elements of primary LDA adult appeal. Although Complainant asserts that skateboarding is dominated by individuals who are under LDA and ‘40% of the skateboarders in the United States are under 18 years of age,’ many activities, such as baseball and soccer, have youth programs and youth participation. This by itself does not automatically render such activities as primarily appealing to individuals under 21. When reviewing alleged violations of this provision, the Board has found that advertising materials primarily appealed to persons under 21 years of age when: ‘trademarks and trade dress evoke common children’s cereals or products, reference to well-known children’s television shows, and trade dress and marketing materials that feature toys and/or appear to be toys.’¹”

The advertiser noted that “[h]ere, the skateboarding clip features one individual who clearly looks over 21 (and who is over 25 years old) skateboarding at night, on a dark city street. The clip does not reference any characters, trade dress, toys or marketing appealing to children, nor does it feature any other object, images or figures that would otherwise primarily appeal to persons below the legal drinking age. Moreover, the Advertisement does not make any reference to well-known youthful skateboarding-culture, and the Advertisement does not portray any well-known or professional skateboarders who may have a particular draw or appeal to persons below the legal purchase age. In addition, the skateboarding scene comprises only 2 seconds (6.67%) of the full 30-second Advertisement. The brevity of this clip, in combination with the other elements described above, also support that the Advertisement does not primarily appeal to below-LDA individuals.”

The advertiser continued by stating that “[w]ith respect to Complainant’s threadbare allegation that use of a fisheye lens in the videography ‘mimics the visual vernacular of teenage skate videos,’ Complainant fails to cite any source supporting that using a fisheye lens holds any special attractiveness to persons below the legal purchase age beyond the general attractiveness for persons of legal purchase age. Fisheye lens are widely used by photographers and videographers alike to capture a very wide field of view, and to create a very immersive effect that can make the viewer feel a part of the action². Contrary to the Complainant’s assertion that a fisheye lens is used to ‘mimic teenage skate videos’³, the fisheye lens has been used throughout history, dating back to 1906, in movies, music videos, album covers, and photography for a variety of purposes and audiences⁴. Thus, the use of a fisheye lens does not

¹ See, Distilled Spirits Council of the U.S., Beam Red Stag Breakaway Video Write-Up (Jan. 2014), https://distilledspirits.org/wp-content/uploads/2018/03/Beam_Red_Stag_Breakaway_Video_Write-Up_-_January_2014.pdf. See also, DISCUS, Skrewball Complaint Write-Up (Oct. 2022), <https://distilledspirits.org/wp-content/uploads/2022/10/2022.10.Skrewball-Complaint-Write-Up.pdf>. See also, Distilled Spirits Council of the U.S., Scotch Trooper Complaint Write-Up - Beam Suntory (n.d.), <https://distilledspirits.org/wp-content/uploads/2018/11/Scotch-Trooper-Complaint-Write-Up-Beam-Suntory.pdf>.

² See, TAI ARTS, What is the fisheye lens: uses, advantages and disadvantages (Dec. 13, 2022), <https://taiarts.com/en/blog/what-is-the-fisheye-lens-uses-advantages-and-disadvantages/>.

³ Anonymous Compl. at Section 2, para. 3

⁴ See, StudioBinder, What Is a Fisheye Lens in Photography & Film? (Feb. 19, 2024), <https://www.studiobinder.com/blog/what-is-a-fisheye-lens-photography/>.

necessarily have a special attractiveness to persons below the legal purchase age of beverage alcohol beyond the general attractiveness for persons of legal purchase age.”

The advertiser relayed that “[c]omplainant alleges that the Advertisement anchors the ‘emotional climax’ of the crash of a skateboarder, ‘potentially promoting the brand as a ‘rite of passage.’ This, simply, is inaccurate. When viewing the Advertisement as a whole, a reasonable person would understand that the Advertisement intends to deliver an evolved perspective on Johnnie Walker’s 25-year-old message of ‘Keep Walking’ – a perspective of championing resilience, optimism and progress. When reviewing beverage alcohol advertising and marketing materials, the Board has historically looked to the totality of the advertisement when determining whether beverage alcohol marketing materials are in violation of the Code⁵. Here, the Advertisement when viewed in its totality, is clearly in no way about skateboarding, or the individuals who participate in the sport. The skateboarding clip is shown for a total of two-seconds out of the total 30-second Advertisement. The remainder of the 30-second Advertisement is comprised of a series of short vignettes, each emphasizing a different ‘keep’ to form a collage of images representing themes of personal perseverance, such as ‘keep playing,’ ‘keep dreaming,’ ‘keep trusting,’ and ‘keep searching⁶.’ Contrary to Complainants assertions, the imagery used of a skateboarder falling, along with the message ‘Keep Failing’ instead serves as a visual metaphor to convey Johnnie Walker’s values which center around steady momentum and personal perseverance by adults over LDA. For the foregoing reasons Diageo respectfully submits that the Advertisement does not violate RCP No.1.”

Regarding the alleged violations of Responsible Content Provision Nos. 4, 4.b., and 4.d., the advertiser stated that “Diageo submits that the Advertisement is not in violation of RCP No.4. because the Advertisement and the message it conveys reflect generally accepted contemporary standards of good taste. Diageo further submits that the Advertisement does not violate RCP No.4.b. because the portrayal of the back of a shirtless man does not constitute graphic or gratuitous nudity, overt sexual activity, promiscuity, or sexually lewd or indecent images; nor does the Advertisement violate RCP No.4.d. because the portrayal of a gentle hug is not representative of sexual imagery, sexual references or sexual suggestion.”

The advertiser added that “[w]hile Complainant suggests that Figure 1 is similar to the violations referenced in the 2014 AHPJ article, Complainant fails to provide the specific example advertisements described in the article that were found to be in violation of the Code. The examples of violations cited in the article include:

- Cartoon depictions of Polaroid pictures of naked women in clearly sexual positions;
- Cartoon depictions of couples and others in various clearly active sexual positions while drinking from 750-ml alcohol bottles;

⁵ See. Distilled Spirits Council of the U.S., Brown-Forman Complaint Write-Up (Nov. 14, 2023), https://distilledspirits.org/wp-content/uploads/2023/11/2023.11.14_Brown-Forman-Complaint-Write-Up.pdf.

⁶ Press Release, Johnnie Walker Unveils the Next Chapter of its Iconic Keep Walking Global Campaign, PR Newswire (Oct. 22, 2024), <https://www.prnewswire.com/news-releases/johnnie-walker-unveils-the-next-chapter-of-its-iconic-keep-walking-global-campaign-302618129.html>.

- Only torsos are visible: a man with no shirt is in the act of unhooking a topless woman's bra while they are in an embrace;
- Bellboy with a sly grin holding a tray of Effen Vodka. Caption: 'Everyone enjoys Effen in the penthouse;'
- A woman reapplying lipstick after an implied act of oral sex on a man.⁷

The advertiser stated that "[i]n addition to the examples referenced in the AHPJ article, the Board has previously reviewed complaints regarding advertisements that portrayed photos of: women in their underwear, women in a bra and panties with a man in a bed with a bottle of the advertiser's product, a man pouring himself beverage alcohol as three women in bras and panties lay in bed asleep, a man surrounded by three women, where one of them is in the act of unbuttoning his shirt, and a woman in bed, looking accomplished in the conquest of two men sleeping by her side.⁸ Notably, while the Board did find violations of RCP. No.4., 4.b., and 4.d., the Board held that such imagery was not considered to be 'lewd'.⁹"

The advertiser stated that "[h]ere, by contrast, Figure 1, which simply portrays a clothed woman embracing a shirtless man, can easily be distinguished from the violations referenced in the AHPJ article cited by Complainant, as well as previous Board decisions regarding alleged violations of RCP. No. 4b. Figure 1 does not portray any sexual activity or imagery remotely similar to violations as determined in previous Board decisions."

The advertiser added that "[i]n May 2012, the Board held that an advertisement, which included imagery that portrayed a man and scantily dressed woman allegedly 'engaging in sexual bondage,' did not violate the Code for failing to reflect generally accepted contemporary standards of good taste or reliance upon sexual prowess or sexual success as a selling point because 'there was no sexual activity in advertisement'¹⁰." Here, Figure 1 simply shows the act of a gentle embrace between two people. The portrayal of a hug is not sexual activity and hardly suggests reliance on sexual prowess or success as a selling point. Rather, the Advertisement conveys a message that reflects generally accepted contemporary standards of good taste by masterfully tapping into the emotional language of contemporary culture and celebrating the many ways people progress in their daily lives.¹¹ For the foregoing reasons Diageo respectfully submits that the Advertisement does not violate RCP No.4., 4.b. or 4.d."

⁷ See, Claire Lyons & Kuang-yi Wen, Content Analysis of the Adequacy of Alcohol Advertising Self-Regulation, 104 Am. J. Pub. Health 501 (2014), <https://ajph.aphapublications.org/doi/full/10.2105/AJPH.2013.301483?role=tab>.

⁸ See, Distilled Spirits Council of the U.S., Dahak Vodka Complaint Write-Up (July 2017), https://distilledspirits.org/wp-content/uploads/2018/03/Dahak_Vodka_Complaint_Write-Up-July_2017.pdf. See also, Distilled Spirits Council of the U.S., Casamigos Tequila Complaint Write-Up (June 2017), https://distilledspirits.org/wp-content/uploads/2018/03/Casamigos_Tequila_Complaint_Write-Up_-_June_2017.pdf.

⁹ Id.

¹⁰ See, Distilled Spirits Council of the U.S., Tequila Avion Write-Up (n.d.), https://distilledspirits.org/wp-content/uploads/2018/03/Tequila_20Avion_20Write-Up.pdf.

¹¹ Johnnie Walker Next Chapter of 'Keep Walking', supra.

Regarding the alleged violation of Responsible Content Provision No. 3.b.iv., the advertiser stated that “Diageo believes that the Advertisement does not violate RCP No.3.b.iv. because the Advertisement does not make any claims or representations that beverage alcohol consumption can lead to an individual attaining social, professional, educational, or athletic success. There is no provision in the Code which prohibits beverage alcohol advertising from conveying positive messages to consumers. Rather, when reviewing alleged violations of RCP No.3.b.iv., the Board has focused on whether an advertisement makes actual claims or representations ‘about achieving...success **as a result of beverage alcohol consumption**’ (emphasis added)¹².”

The advertiser noted that “[a]t no point does the Advertisement portray any individual consuming beverage alcohol, nor does the Advertisement make any claim or representation that individuals can attain success or social status as a result of beverage alcohol/Johnnie Walker consumption. Rather, the Advertisement showcases people from all backgrounds and walks of life, and portrays their lives, behaviors and emotions and celebrates how these individuals are ‘finding their own way to ‘Keep Walking.’¹³” Messages such as, ‘Keep Wondering,’ ‘Keep Playing,’ ‘Keep Guessing,’ ‘Keep Beginning,’ ‘Keep Failing,’ ‘Keep Breathing,’ ‘Keep Fighting,’ ‘Keep Trusting,’ ‘Keep Pushing...Risking,’ ‘Keep Daring,’ ‘Keep Raising,’ and ‘Keep Walking,’ in conjunction with the associated imagery in the Advertisement do not portray an image of success as a result of drinking Johnnie Walker or alcohol, but rather focus ‘on the power of the word ‘keep,’ as a call for steady momentum and personal perseverance...’¹⁴ For the foregoing reasons Diageo respectfully submits that the Advertisement does not violate RCP No.3.b.iv.”

The advertiser relayed that “Diageo respectfully submits that Complainant’s claims are unfounded because the imagery and messaging of the Advertisement for the reasons set forth herein do not violate the Code. When applying the rules set out in the Code to the Advertisement and viewing the Advertisement through the lens of the various decisions held by the Board, it is clear that the Advertisement complies with the responsible marketing principles pursuant to the Code. For over 25 years, Johnnie Walker has delivered a message of progress through its ‘Keep Walking’ campaign. That message has adapted with the times to reflect changing values of its audience.¹⁵ It is this evolution of ‘Keep Walking’ while maintaining Johnnie Walker’s core values that has allowed the ‘Keep Walking’ message of perseverance and progress to stay relevant with its audience.¹⁶ ‘Johnnie Walker’s ‘Keep Walking’ campaign has become a movement for collective progress. This Advertisement is simply another iteration of the impactful message delivered by Johnnie Walker through its ‘Keep Walking’ story.”

¹² DISCUS, Casamigos Tequila Write-Up, *supra*.

¹³ See, *Why “Keep” Is the Heart of Johnnie Walker’s New Campaign*, Adweek (Nov. 2025), <https://www.adweek.com/sponsored/why-keep-is-the-heart-of-johnnie-walkers-new-campaign/>.

¹⁴ Johnnie Walker, Next Chapter of ‘Keep Walking’, *supra*

¹⁵ Oh Bev. Co., Johnnie Walker’s Striding Man & Keep Walking Campaign (n.d.), <https://www.ohbev.com/blog/johnnie-walkers-striding-man-keep-walking-campaign>.

¹⁶ *Id.*

The advertiser stated “[i]n addition to the content complying with the Code’s provisions, the Advertisement has been placed in accordance with the Code’s Responsible Media ‘Buying’ Guidelines. Diageo has also taken great care to ensure that the Advertisement is placed only in media where at least 73.8% of the audience is reasonably expected to be LPA+. According to ComScore, the impression data of the Advertisement with respect to LPA+ audience composition is as follows:

Media	Impressions 21+%
National TV	99%
Spot TV	97%
Digital Direct	91%
Programmatic Digital	94%
Radio	92%
Print	96%

For the foregoing reasons, Diageo respectfully submits that the Advertisement is not in violation of the Code.”

After careful consideration of the complaint and the advertiser’s response, the Code Review Board did not find that the Johnnie Walker “Keep Walking Campaign 2025” promotional video violated any of the identified provisions of the Code. In viewing the totality of the advertisement, the Board agreed with the advertiser that the brief portrayal of an adult skateboarding did not primarily appeal to individuals under the legal purchase age; nor did the use of a fisheye lens which is a widely used photographic tool and has no special connection to a younger audience. Similarly, the Board found that the momentary image of an embrace between a shirtless man and clothed woman did not portray graphic or sexually lewd imagery and did not run afoul of contemporary standards of good taste. The Board found that the depiction of activities that require a high degree of alertness, such as skateboarding or swimming, absent any reference or implication of associated beverage alcohol consumption did not run afoul of Responsible Content Provision No. 3.b.iii.

The Board also did not find that this promotional video portrayed any claims or representations that individuals can attain social, professional, educational, or athletic success or status due to beverage alcohol consumption.

Action by Advertiser: None required.

Status: Not applicable.