

CRTC Code for Advertising of Alcoholic Beverages on Radio and TV

The CRTC's Code for Broadcast Advertising of Alcoholic Beverages contains 17 guidelines that outline what commercial messages for alcoholic beverages may and may not do. According to the code, ads for alcohol should not:

- attempt to influence non-drinkers of any age to drink or to purchase alcoholic beverages
- be directed at persons under the legal drinking age, associate any such product with youth or youth symbols, or portray persons under the legal drinking age or persons who could reasonably be mistaken for such persons in a context where any such product is being shown or promoted
- portray the product in the context of, or in relation to, an activity attractive primarily to people under the legal drinking age
- contain an endorsement of the product, personally or by implication, either directly or indirectly, by any person, character or group who is, or is likely to be, a role model for minors because of a past or present position of public trust, special achievement in any field of endeavour, association with charities and/or advocacy activities benefitting children, reputation or exposure in the mass media
- attempt to establish the product as a status symbol, a necessity for the enjoyment of life or an escape from life's problems, or attempt to establish that consumption of the product should take precedence over other activities
- imply directly or indirectly that social acceptance, social status, personal success or business or athletic achievement may be acquired, enhanced or reinforced through consumption of the product
- imply directly or indirectly that the presence or consumption of alcohol is, in any way, essential to the enjoyment of an activity or an event
- portray any such product, or its consumption, in an immoderate way
- exaggerate the importance or effect of any aspect of the product or its packaging
- show or use language that suggests, in any way, product misuse or product dependency, compulsive behaviour, urgency of need or urgency of use
- use imperative language to urge people to purchase or consume the product
- introduce the product in such a way or at such a time that it may be associated with the operation of any vehicle or conveyance requiring skill
- introduce the product in such a way or at such a time as may associate the product with any activity requiring a significant degree of skill, care or mental alertness or involving an obvious element of danger
- contain inducements to prefer an alcoholic beverage because of its higher alcohol content
- refer to the feeling and effect caused by alcohol consumption or show or convey the impression, by behaviour or comportment, that the people depicted in the message are under the influence of alcohol
- portray persons with any such product in situations in which the consumption of alcohol is prohibited, or
- contain scenes in which any such product is consumed or that give the impression, visually or in sound, that it is being or has been consumed

