



ALLIED DOMECCQ

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Helen Keefe
Committee of Advertising Practice
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Dear Helen

Guidance notes for revised TV alcohol advertising rules

I am pleased to respond to this consultation on behalf of Allied Domecq PLC. Allied Domecq was supportive of the original Ofcom review and we continue to believe that the revisions represent a significant and necessary step in strengthening the rules which will help to ensure that alcohol advertising is approached in a responsible way by all parties.

In addition, Allied Domecq's own advertising review panel looks at all advertising in all media and I am delighted to enclose a copy of our internal guidelines. The advertising review board consists of internal and external experts and examples of some of its decisions are illustrated by the enclosed newspaper article in yesterday's "Independent on Sunday".

We believe the key is responsibility and we, with others, must take this very seriously. We are committed to going beyond compliance with regulation, where it exists as in the UK, and to work by our own code where none exists. We believe that, although advertising is not one of the main causes of children and young people drinking, it is important to ensure that this is not the case.

We have a duty to promote our products responsibly so that they are consumed sensibly and we continue to strive to find the best means of achieving this end. Television is an important and influential medium and it is right that there should be separate rules in this area, but we believe for the message to be truly enforced it needs to percolate right through the advertising strategy and be visible in the output.

We would encourage tough and consistent enforcement action as this will be vital. We feel that a tight interpretation of the rules will ensure that both the letter and the spirit are met. For this reason the guidance notes are very welcome, as they provide clarity and allow for producers and advertisers to reach appropriate decisions at an early stage. For our part, we have reviewed our code against the revised rules and will continue to monitor this very closely.

For all of these reasons, we feel the most appropriate response to this consultation is to endorse the revised rules and to welcome clear and effective enforcement.

Kind regards

ALLIED DOMECCQ PLC

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