

NOVA SCOTIA LIQUOR CORPORATION ADVERTISING RULES OF CONDUCT



REGULATORY COMPLIANCE

1. All advertising must comply with the Nova Scotia Liquor Control Act & Regulations and the Nova Scotia Cannabis Control Act.
2. Radio advertising must comply with any requirements of the Canadian Radio-Television and Telecommunications Commission (CRTC), as well as any other regulatory body having related jurisdiction.
3. Television advertising must comply with any requirements of the:
 - a) CRTC and the
 - b) Television Bureau of Canada – Telecaster Canada’s *Advertising of Alcoholic Beverages Guidelines*
 - c) Any other regulatory body having related jurisdiction.
4. All advertising must comply with *Canadian Trademarks Act*.
5. All advertising must comply with Nova Scotia Liquor Corporation’s corporate social responsibility standards.

1. Guiding Principles

1. Advertising is consistent with Nova Scotia Liquor Corporation’s values of respect and responsibility.
2. Advertising is intended for adults of legal consumption age (19+) who choose to consume beverage alcohol or cannabis. These products are not advertised in any manner which may be directed to or significantly appeal to underage persons.
3. Advertising portrays products and consumers in a responsible manner and emphasizes social aspect of moderate consumption in our society. Advertising does not encourage consumers to participate excessively or irresponsibly.

DEFINITIONS

Nova Scotia Liquor Corporation:

Advertisement is considered anything prepared by or on behalf of a regulated person/company that is intended to promote the sale of a beverage alcohol or cannabis product that is:

- a) Broadcast on television or radio
- b) Published in a newspaper, magazine, on the internet or any other electronic medium
- c) Displayed on a billboard, sign, poster, banner or other publicly visible medium including in-store signage.
- d) A product’s label, packaging and container format is also considered to be a form of advertising

Advertising Standards Canada:

Advertising is defined as any message (the content of which is controlled directly or indirectly by the advertiser) expressed in any language and communicated in any medium to Canadians with the intent to influence their choice, opinion or behaviour.

1. Advertising is not used to disparage or discredit another company, business, product or person.
4. Potential reactions from public groups or society in general may be considered (safety, advocacy, current social concerns).

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2. Responsible Placement

- I. **AUDIENCE COMPOSITION:**
Advertising is only placed in media where a majority of the audience is expected to be of legal consumption age (19+).

This applies to advertising: online, at events, as well as static or fixed advertising at venues.
- II. **COLLEGE AND UNIVERSITY CAMPUSES:**
Any advertisement of beverage alcohol or cannabis products or social responsibility programs must be negotiated directly with each campus or a recognized group representing multiple campuses.

All advertisements must be in line with individual campus Alcohol Policy, as well as relevant provincial and federal regulations.
- III. **OUT OF HOME:**
Outdoor advertising (i.e. billboards, bus shelters) is not purchased at locations within 200 meters of any identified health facilities or offices (hospitals, nursing homes, treatment centres, etc.) or any P – 12 schools.
- IV. **SOCIAL MEDIA:**
Social media communications must be intended for adults of legal purchase age and should be placed only in media where at least 71.6 percent of the audiences is of the legal purchase age.

Social media communication that involves direct interaction with a user should require age affirmation prior to engagement.

User-generated content on a site or page controlled by the brand must be monitored and moderated on a regular basis.

Social media communications that are intended to be forwarded by users should include instructions that the content shouldn't be forwarded to individuals below the legal purchase age.

Social media communications must respect user privacy and follow responsible content rules.

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3. Responsible Content

UNDERAGE PERSONS:

APPEAL TO MINORS:

- I. No advertising in any manner is permitted that directly or indirectly appeals to underage persons. (i.e.: cartoon characters, songs, mythical characters, fairy tales and/or celebrities).

DEPICTION OF IMAGES and SUPPORTING COPY:

AGE AND APPEARANCE OF ACTORS/MODELS:

- II. No advertising of beverage alcohol is permitted to feature in any significant role, anyone who appears to be under 25 years of age.

QUANTITY OF BEVERAGE ALCOHOL SHOWN

- III. All advertising of beverage alcohol must either show a sealed bottle of product or in a single serving glass, poured to a maximum of a single standard drink (link to pour sizes).
- IV. In addition, advertising cannot promote consumption in general (must be focused on a specific brand).
- V. The quantity of beverage alcohol or product shown in any image, must not exceed the number of individuals shown in the same image. (One standard drink per person).

OFFENSIVE LANGUAGE

- VI. All beverage alcohol and cannabis advertising must refrain from using offensive language, such as: racial slurs, misogynistic language, anti-LGBTQ+ and so on.

RITE OF PASSAGE:

- VII. Advertising does not suggest that consumption of beverage alcohol or cannabis is a rite of passage to adulthood.

IMPLICATION OF HEALTH or SUCCESS

- VIII. Advertising cannot directly or indirectly imply that the consumption of beverage alcohol or cannabis makes consumer stronger, healthier, more successful in their pursuits (job, sports, sexual prowess) or that it solves your problems.

ASSOCIATION with SKILLED ACTIVITIES

- IX. Advertising cannot depict consuming alcohol or cannabis in tandem with a skilled activity, such as: driving, boating, playing sports, working.

ASSOCIATION with PUBLIC CONSUMPTION

- X. Advertising cannot depict, or be construed to depict, any location where consumption of beverage alcohol or cannabis is prohibited. (i.e. beach, park, picnic area).
- XI. Advertising must portray that outdoor scenes are located on private property. (i.e. background image of cottage, campground site with hookup, backyard patio)

HIGH RISK, ILLEGAL or EXCESSIVE USE:

- XII. Advertising is not permitted to imply or portray:
 - Any illegal activity
 - Criminal, unsafe or risky behaviour
 - Glamourized, inappropriate or irresponsible consumption

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4. Use of Nova Scotia Liquor Corporation Assets

NSLC LOGO/STORE IMAGE (interior/exterior)

- I. The use of the NSLC logo or any NSLC store image is expressly prohibited in any advertising unless usage has been pre-approved by the NSLC.
- II. The NSLC recognizes that NSLC related images/footage is sometimes beneficial and will work with the vendor to accommodate requests in a timely manner.

To arrange access to NSLC assets, please contact CSR@mynslc.com