

*\*\*The information contained in the Out-of-Home Advertising Guidelines (the "Guidelines") is being provided for general information purposes only. The information in the Guidelines does not constitute legal or other professional advice or an opinion of any kind. Readers are advised to seek specific legal advice by contacting their own legal counsel regarding any of the information contained herein including, but not limited to, legislative interpretation or specific legal issues. OMAC does not warrant or guarantee the quality, accuracy or completeness of any information provided. Moreover, the information in the Guidelines that refers to third party information, including but not limited to government legislation, should not be relied upon as accurate, timely or fit for any particular purpose. Stated simply, readers should consult their legal counsel before undertaking or accepting any advertising to ensure legal obligations and interpretations are accurate.*

## **Governed by the Manitoba Liquor Control Commission**

### **All advertisements shall comply with the following principles:**

- Any scene depicted in an advertisement must not be illegal under federal, provincial or municipal legislation, and must encourage the moderate and safe consumption of liquor
- Advertisements must be directed toward an audience estimated to consist of persons 18 years of age or older
- Advertisements shall not contain product endorsement by a well known personality with strong appeal to persons under the age of 18 years, or by a look-alike of such a personality
- Persons who may reasonably be mistaken to be under the age of 18 years shall not be depicted in advertisements
- Advertisements shall not use or imitate children's fairy tales, nursery rhymes, songs, fictional characters or caricatures that may appeal to children
- Advertisements shall be within the limits of good taste and propriety
- Advertisements shall not be sexist or sexually exploitive in nature
- Advertisements shall not either directly or indirectly imply that consumption of liquor enhances, affects, or is an essential element for the realization of, a desired lifestyle, personal performance, social acceptance or the resolution of social, physical or personal problems
- Advertisements shall not make any direct or implied claim of healthful, nutritive, curative, dietetic, stimulative or sedative qualities as being attributable to the consumption of liquor
- Advertisements shall not be associated with the driving of motorized vehicles, and motorized vehicles shall not appear in scenes where a liquor product is shown
- Advertisements shall not contain scenes in which liquor is actually being consumed

### **Permitted advertising**

- advertisements may appear in the interior of public ground transportation vehicles
- advertisements may appear in the interior of buildings such as airports, bus terminals, duty free shops, licensed premises, licensed patio areas and shopping malls
- advertisements may appear at occasional permit events

### **Prohibited advertising**

**The following types of advertising are prohibited, except as otherwise provided in this regulation:**

- an advertisement using an outdoor sign, billboard or transit shelter, unless its purpose is to encourage moderation and responsibility in the use of liquor or to promote a socially or environmentally responsible message
- the display of a liquor product in advertisements encouraging moderation or responsible use, or promoting of charitable events
- advertisements on the exterior of motorized vehicles

**For detailed information, visit:**

<http://web2.gov.mb.ca/laws/regs/pdf/l160-125.95.pdf>

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