



PORTFOLIO COMMITTEE NO. 1 – PREMIER AND FINANCE
INQUIRY INTO THE ALCOHOLIC BEVERAGES ADVERTISING PROHIBITION BILL
2015

Answers are to be returned to the Committee secretariat by Monday 8 January 2018.

HEARING: FRIDAY 5 DECEMBER 2017

Supplementary questions for Lion Beer

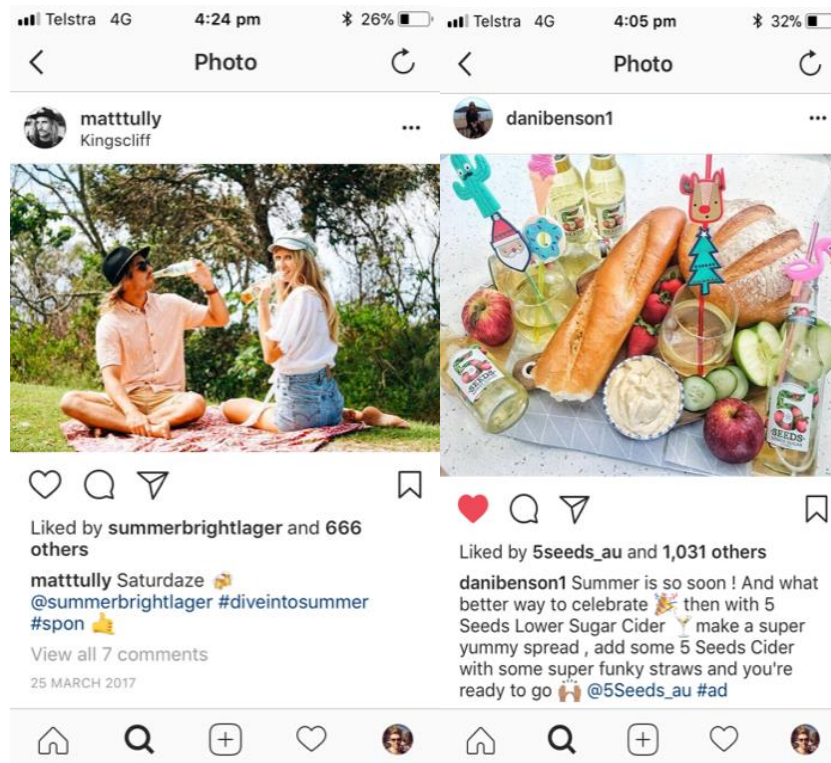
1. In regards to the use of social influencers by brands you own:

- a. Do your brands use social influencers in Australia? **Yes**
 - i. If yes, which brands?

1. James Squire
2. Summer Bright
3. Kirin
4. James Boag
5. Beer it's Beautiful (category campaign to educate on beer's ingredients)
6. 5 Seeds

2. What social channels are used? **Instagram**

a. i) can you provide examples of the posts by social influencers on each channel type? **See below**



a. ii) Can you provide the average price paid for a social influencer post?

This is commercial in confidence, as rates are negotiated similar to all other advertising rates.

b. As mentioned in the hearing, paid promotions, including by social influences, are marked by a hashtag or some other indication. Can you provide a list of the hashtags used to denote a post for which a social influencer has been paid?

#sp and #spon – both abbreviations for ‘sponsored’

#ad – abbreviations for ‘advertisement’

c. Are all posts by social influencers approved by your organisation before publishing?

Yes

Contact:
Sam Barr
Government Relations Manager
Lion Beer Australia