

## Advertising Standards Bureau - OUTLINE OF REQUESTS FOR INDEPENDENT REVIEW 2008 - 2017

CASE	INITIAL BOARD DETERMINATION	INDEPENDENT REVIEWER RECOMMENDATION	BOARD DETERMINATION ON REVIEW (if appropriate)	TIME TAKEN TO COMPLETE REVIEW
<i>In March 2011, ASB accepted a recommendation from the Review of the Independent Reviewer process that timeliness of the process should be made publicly available. The times indicated below refer to the time between ASB receipt of the request for review to notification of final case report.</i>				
<b>Tabcorp</b> Camping trip Case number <a href="#">0447/16</a>	Complaints <b>Upheld</b> November 2016	Independent Reviewer recommended initial Board determination be <b>confirmed</b>		<b>15 business days</b>
<b>Ultra Tune</b> Train track modified Case number <a href="#">0175/16</a>	Complaints <b>Upheld</b> May 2016	Independent Reviewer recommended initial Board determination be <b>confirmed</b> July 2016		<b>19 business days</b>
<b>Ultra Tune</b> Train track Case number <a href="#">0020/16</a>	Complaints <b>Upheld</b> February 2016	Independent Reviewer recommended Board <b>review its original determination</b> May 2017	Upheld	<b>40 business days</b>
<b>Sportsbet</b> Sunburn Case number <a href="#">0449/15</a>	Complaints <b>Upheld</b> November 2015	Independent Reviewer recommended initial Board determination be <b>confirmed</b> December 2015		<b>14 business days</b>
<b>Breitling Boutiques</b> Window mannequin Case number <a href="#">0339/15</a>	Complaints <b>Dismissed</b> September 2015	Independent Reviewer recommended Board <b>review its original determination</b> October 2015	Dismissed	<b>32 business days</b>

<b>MPM Marketing</b> Paper cups Case number <a href="#">0139/15</a>	Complaints <b>Dismissed</b> April 2015	Independent Reviewer recommended initial Board determination be <b>confirmed</b> July 2015		<b>15 business days</b>
<b>South African Tourism</b> Missing teeth Case number <a href="#">0148/15</a>	Complaints <b>Dismissed</b> April 2015	Independent Reviewer recommended initial Board determination be <b>confirmed</b> June 2015		<b>22 business days</b>
<b>Kittens Car Wash</b> Summer billboard Case number <a href="#">0437/14</a>	Complaints <b>Dismissed</b> November 2014	Independent Reviewer declined to accept the request as it did not meet grounds for review		<b>3 business days</b>
<b>Valvoline</b> Hoon driving Case number <a href="#">0192/14</a>	Complaints <b>Upheld</b> May 2014	Independent Reviewer declined to accept the request as it did not meet grounds for review		<b>4 business days</b>
<b>YUM</b> Excess consumption Case number <a href="#">0154/14</a>	Complaints <b>Upheld</b> May 2014	Independent Reviewer recommended Board <b>review its original determination</b> June 2014	Upheld	<b>24 business days</b>
<b>Witchery</b> (Witchery Kids) Case number <a href="#">0136/14</a>	Complaints <b>Upheld</b> April 2014	Independent Reviewer recommended initial Board determination be <b>confirmed</b> June 2014		<b>15 business days</b>
<b>Victorian Responsible Gambling</b> Kidbet Case number <a href="#">0376/13</a>	Complaints <b>Upheld</b> November 2013	Independent Reviewer recommended Board <b>review its original determination</b> January 2014	Upheld	<b>47 business days</b>
<b>Murray Goulburn</b> Duct tape/graffiti on car Case number <a href="#">0400/13</a>	Complaints <b>Upheld</b> November 2013	Independent Reviewer recommended initial Board determination be <b>confirmed</b> January 2014		<b>17 business days</b>
<b>Goodman Fielder</b> Meadowlea Buttery “better for you” Case number <a href="#">0321/13</a>	Complaints <b>Dismissed</b> September 2013	Independent Reviewer recommended initial Board determination be <b>confirmed</b>		<b>17 business days</b>

		November 2013		
<b>General Mills</b> Old El Paso Mexican Rice Case number <a href="#">0311/13</a>	Complaints <b>Dismissed</b> September 2013	Independent Reviewer recommended Board <b>review its initial determination</b> October 2013	Dismissed	<b>26 business days</b>
<b>Mondolez</b> Oreo wonder filled Case number <a href="#">0247/13</a>	Complaints <b>Dismissed</b> July 2013	Independent Reviewer recommended Board <b>review its initial determination</b> October 2013	<b>Upheld</b>	<b>36 business days</b>
<b>Nissan</b> Fake pregnancy Case number <a href="#">0195/13</a>	Complaints <b>Upheld</b> June 2013	Independent Reviewer recommended initial Board determination be <b>confirmed</b> July 2013		<b>9 business days</b>
<b>Ford</b> EcoBoost Case number <a href="#">0141/13</a>	Complaints <b>Dismissed</b> May 2013	Independent Reviewer recommended Board <b>review its initial determination</b> June 2013	Dismissed	<b>43 business days</b>
<b>Spudbar</b> F*ck Case number <a href="#">0095/13</a>	Complaints <b>Dismissed</b> April 2013	Independent Reviewer recommended Board <b>review its initial determination</b> May 2013	Dismissed	<b>29 business days</b>
<b>ACP Publishing</b> Zoo Weekly Case number <a href="#">0437/12</a>	Complaints <b>Upheld</b> November 2012	Independent Reviewer recommended Board <b>review its initial determination</b> February 2013	Upheld	<b>27 business days</b>
<b>McDonalds</b> Mighty Footy Trip Case number <a href="#">0324/12</a>	Complaints <b>Dismissed</b> August 2012	Independent Reviewer declined to accept the request as it did not meet grounds for review		<b>5 business days</b>
<b>Red Bull</b> Jesus walking on water Case number <a href="#">0079/12</a>	Complaints <b>Dismissed</b> March 2012	Independent Reviewer declined to accept the request as it did not meet grounds for review		<b>8 business days</b>

<b>Unilever</b> Paddle Pop Case number - <a href="#">0454/11</a>	Complaints <b>Upheld</b> December 2011	Independent Reviewer recommended initial Board determination be <b>confirmed</b> January 2012		<b>19 business days</b>
<b>Ansell</b> Zero or Nothing condoms Case number - <a href="#">0408/11</a>	Complaints <b>Dismissed</b> November 2011	Independent Reviewer recommended Board <b>review its initial determination</b> December 2011	Dismissed	<b>18 business days</b>
<b>Vitaco Health</b> (Lo carb Body Beautiful bar) Case number - <a href="#">0237/11</a>	Complaints <b>Dismissed</b> July 2011	Independent Reviewer recommended Board <b>review its initial determination</b> September 2011	Dismissed	<b>23 business days</b>
<b>McDonald's</b> (Happy Meals) Case number - <a href="#">0103/11</a>	Complaints <b>Dismissed</b> April 2011	Independent Reviewer recommended initial Board determination be <b>confirmed</b> May 2011		<b>7 business days</b>
<b>Rivers Australia</b> "Deadly Deals" Case numbers - <a href="#">0098/11</a> & <a href="#">0099/11</a>	Complaints <b>Upheld</b> April 2011	Independent Reviewer recommended Board <b>review its initial determination</b> April 2011	<b>Dismissed</b>	<b>21 business days</b>

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CASE	INITIAL BOARD DETERMINATION	INDEPENDENT REVIEWER RECOMMENDATION	BOARD DETERMINATION ON REVIEW (if appropriate)
<b>Diageo Australia</b> (Bundaberg Rum) Case number - <a href="#">0467/10</a>	Complaints <b>dismissed</b> November 2010	Initial Board determination <b>confirmed</b> by Independent Reviewer December 2010	

<b>Lexus</b> (LFA Supercar) Case number – <a href="#">0215/10</a>	Complaints <b>dismissed</b> May 2010	Initial Board determination <b>confirmed</b> by Independent Reviewer July 2010	
<b>Hyundai</b> (ix35) Case number – <a href="#">0182/10</a>	Complaints <b>dismissed</b> May 2010	Independent Reviewer recommended Board <b>review its initial determination</b> July 2010	Dismissed
<b>Crazy Domains</b> (Pamela Anderson) Case number – <a href="#">22/10</a> & <a href="#">24/10</a>	Complaints <b>Upheld</b> February 2010	Initial Board determination <b>confirmed</b> by Independent Reviewer April 2010	
<b>Land Rover</b> (Range Rover Sport) Case number - <a href="#">511/09</a>	Complaints <b>Dismissed</b> January 2010	Independent Reviewer recommended Board <b>review its initial determination</b> April 2010	Dismissed
<b>Telstra</b> (Next G network) Case number - <a href="#">474/09</a>	Complaints <b>Upheld</b> October 2009	Independent Reviewer recommended Board <b>review its initial determination</b> November 2009	Upheld
<b>Advanced Medical Institute</b> (SMS “TRY” - Making Love? Do it longer) Case number - <a href="#">419/09</a>	Complaints <b>Dismissed</b> September 2009	Independent Reviewer recommended Board <b>review its initial determination</b> November 2009	Dismissed
<b>Government of Western Australia</b> (Rethink your last drink) Case number - <a href="#">108/09</a>	Complaints <b>Upheld</b> April 2009	Initial Board determination <b>confirmed</b> by Independent Reviewer May 2009	
<b>Yum Restaurants</b> (KFC – Hot ‘n’ Spicy fillets – the boyfriend) Case number - <a href="#">312/08</a>	Complaints <b>Upheld</b> September 2008	Independent Reviewer recommended Board <b>review its initial determination</b> September 2008	<b>Dismissed</b>
<b>Mitsubishi Motors Australia</b> (Pajero – Daniel’s birthday) Case number - <a href="#">289/08</a>	Complaints <b>Dismissed</b> August 2008	Independent Reviewer recommended Board <b>review its initial determination</b> October 2008	Dismissed

<b>Insurance Line Pty Ltd</b> Case number - <a href="#">157/08</a> and <a href="#">158/08</a>	Complaints <b><i>Upheld</i></b> May 2008	Initial Board determination <b><i>confirmed</i></b> by Independent Reviewer May 2008	
<b>Trading Post Australia Pty Ltd</b> Case number - <a href="#">133/08</a>	Complaints <b><i>Upheld</i></b> May 2008	Initial Board determination <b><i>confirmed</i></b> by Independent Reviewer June 2008	