



Case Report

1	Case Number	0382/11
2	Advertiser	Virbac Australia
3	Product	Professional services
4	Type of Advertisement / media	TV
5	Date of Determination	12/10/2011
6	DETERMINATION	Dismissed

ISSUES RAISED

2.3 - Sex/sexuality/nudity Treat with sensitivity to relevant audience

DESCRIPTION OF THE ADVERTISEMENT

The advertisement in question is for Multimin injection for Cattle and depicts a singing cartoon bull, various cartoon cows and calves and features the closing line "who's your daddy?"

THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

It is hard to describe. The ad has sexual, paedophilic overtones. It uses the phrase "Who's your daddy". I thought it was just me until a friend raised it with me without prompting.

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complainant/s regarding this advertisement include the following:

The advertisement has been run on Imparja Television in Queensland and the Northern Territory in a sponsorship package with the Roma Saleyards weekly cattle sale report. It is targeted at beef cattle producers looking to promote increased growth rates in their weaner

cattle. The advertisement is aimed at farmers as an animal health/nutrition product and has no sexual imagery or content in the message.

THE DETERMINATION

The Advertising Standards Board (“Board”) considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics (the “Code”).

The Board noted the complainant’s concerns that the advertisement has sexual, paedophilic overtones.

The Board viewed the advertisement and noted the advertiser’s response.

The Board considered whether the advertisement was in breach of section 2.3 of the Code. Section 2.3 of the Code states: “Advertising or Marketing Communications shall treat sex, sexuality and nudity with sensitivity to the relevant audience and, where appropriate, the relevant programme time zone”.

The Board noted the advertisement depicts cartoon cattle singing about Multimin vitamin injections for weaner cattle and is clearly referencing cattle not people. The Board noted that there is no nudity or sexual references in the advertisement, either implicit or explicit, and considered that most people would not apply the content of the advertisement to people. The Board considered that most people would not consider the use of the slang phrase 'who's your daddy' as having a sexual connotation.

The Board determined that the advertisement did treat sex, sexuality and nudity with sensitivity to the relevant audience and that it did not breach Section 2.3 of the Code.

Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaint.