



CASE REPORT

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| 1. Complaint reference number | 1/02 |
| 2. Advertiser | Mike's Hard Lemonade Co |
| 3. Product | Alcohol |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1
Violence Other – section 2.2
Health and safety – section 2.6
Other - Miscellaneous |
| 6. Date of determination | Tuesday, 12 February 2002 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The two television advertisements reviewed by the Board portray accident situations. In the first, a male employee at a maritime park is shown holding a fish over the water when a large dolphin jumps and bites off his hand. As the man looks at his arm, a colleague says, 'I've never seen him do that trick before. Does it sting?' When the first man says, 'No, a bunch of bad luck though', the second man says, 'Hey, let me get you a refreshing Mike's Hard Lemonade.' As the two men go off together, a voiceover says, 'A hard day calls for a hard lemonade.' The two men are next seen sitting at a bar, with a bar attendant sliding a drink towards them. The first man attempts to stop it with his missing hand, and it crashes to the floor ahead of a closing graphic reading, 'Make it Mike's.' The second advertisement features two lumberjacks, one of whom cuts off his foot. Again, the other offers to buy him a Mike's Hard Lemonade.

THE COMPLAINT

Comments which the complainants made regarding these advertisements included the following:

'... most demeaning to people who may have suffered the loss of a limb due to accidents'

'It is my firm belief that the depiction of these violent scenes is not justifiable in the context of the product advertising ... It is also my belief that these scenes do not prevail (sic) to community standards on health and safety, especially work safety practices under OH&S regulations.'

'Hundreds of people are injured at work every week, many are killed, to show a person cutting off their foot or arm and having a laugh about it at the pub over a drink is in extremely poor taste and lacks judgment.'(sic)

'These ads actually make me feel physically nauseous ... they are in my opinion very sick, sadistic and violent.'

THE DETERMINATION

The Advertising Standards Board ('the Board') considered whether these advertisements breach Section 2 of the Advertiser Code of Ethics ('the Code').

The Board considered that the advertisements were clearly employing Monty Python-style humour, and determined that, on the basis of prevailing community standards, they did not breach the Code in relation to discrimination and/or vilification, violence, health and safety or any other provision.

Accordingly, the complaint was dismissed.