



## **CASE REPORT**

1. Complaint reference number	12/98
2. Advertiser	Australian Dairy Corporation
3. Product	Food
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1 Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 10 March 1998
7. DETERMINATION	Dismissed

## **THE COMPLAINT**

Comments which the complainants made regarding this advertisement included the following:

*‘Although the ad means to play on the humour of the situation, the subject is offensive from a Christian ethic point of view (I define myself as Christian). Adultery may be viewed as an accomplishment by some but I recognise it as a source of family breakup and pain for all involved.’*

*‘Whilst I am aware of the myth that in days gone by milkmen making home deliveries were hinted to have been involved promiscuously with their customers, I take offence that this notion be portrayed on television. As a retired milkman I see the ad as being in poor taste.’*

## **THE DETERMINATION**

The Advertising Standards Board (‘the Board’) considered whether this advertisement breached Section 2 of the Advertiser Code of Ethics. In particular, the Board considered paragraphs 2.1 and 2.3 of the Code.

2.1 Advertisements shall not portray people in a way which discriminates against or vilifies a person or section of the community on account of race, ethnicity, nationality, sex, age, sexual preference, religion, disability or political belief;

2.3 Advertisements shall treat sex, sexuality and nudity with sensitivity to the relevant audience and, where appropriate, the relevant programme time zone.

The Board noted that two separate advertisements were the subject of this complaint.

The Board was of the opinion that the two advertisements did not breach Section 2 of the Advertiser Code of Ethics and accordingly dismissed this complaint.

Members of the Board noted in passing that the advertisements were funny and lighthearted.