



## **CASE REPORT**

1. Complaint reference number	120/98
2. Advertiser	Australian Dairy Corporation
3. Product	Food
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1
6. Date of determination	Tuesday, 11 August 1998
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The advertisement, in black and white, shows an elderly man watching television. The doorbell rings and the man struggles from his seat and into a walking frame. He is then shown walking very slowly, using the frame, towards the door. A male voiceover says, 'It doesn't only happen to women...it will affect one in three older Australians...' There are some close-up shots of the man's hands gripping the walking frame and his slippers dragging along the floor. The voiceover continues, 'It's Osteoporosis. Exercise and calcium-rich food now may well reduce its effect in future...And if you think it will never happen to you, remember old men were young once.' During the course of the man's journey to answer the door, a car is heard starting up and then driving away. The final message on the screen is 'Good Health Message from the Garvan Institute and the Australian Dairy Industry.'

## **THE COMPLAINT**

Comments the complainant made about the advertisement included:

*'Yes, drinking milk could be seen to be important in preventing osteoporosis, but the vision of the old man taking a long time to walk to the door when the bell is rung is one which conveys older people as being invalids and unable to look after themselves...'*

## **THE DETERMINATION**

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

The Board was of the opinion that the advertisement, viewed in the context of this advertisement's message of the whole, did not breach the Code. The Board dismissed the complaint.