



CASE REPORT

1. Complaint reference number	123/98
2. Advertiser	Australian Dairy Corporation
3. Product	Food
4. Type of advertisement	TV
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 8 September 1998
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement shows two men in a gym. One is dressed in a shirt and tie and the other, dressed in a track suit, provides the former with advice on how to build himself up (physically). The dialogue includes the following advice, ‘...What you need is high quality proteins, complex amino acids... I’ve got just the thing for you to help those muscles along... You see Charlie over there (we are shown a well built man lifting weights)...he’s been into it for years, its amazing stuff...’ The man in the shirt and tie asks, ‘Where can I get some?’ The next scene shows the man in the shirt and tie at the dairy counter of the supermarket picking a variety of dairy items off the shelves. He spots Charlie (the weight lifter from the gym) also at the dairy counter selecting a carton of milk. The two men acknowledge one another.

THE COMPLAINT

Comments the complainant made about the advertisement included:

‘The moral content of these ads is deeply disturbing. They implicitly condone, by depicting as acceptable and even admirable, various forms of sexual immorality such as homosexuality...’

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 portrayal of the characters in this advertisement did not breach the Code and would not offend prevailing community views and standards. The Board dismissed the complaint.