



CASE REPORT

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| 1. Complaint reference number | 126/00 |
| 2. Advertiser | United Distillers & Vintners Aust Ltd (UDL - 'Personalities') |
| 3. Product | Alcohol |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Language – use of language – section 2.5 |
| 6. Date of determination | Tuesday, 9 May 2000 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement comprises shots of people in outdoor settings, some drinking UDL and/or wearing head masks portraying them as various famous individuals - among them Queen Elizabeth II, Bill Clinton, Saddam Hussein, Michael Jackson and Sylvester Stallone. A voiceover says, 'Don't be fooled. Royalty do not endorse the consumption of UDL. Neither do world leaders. We couldn't afford famous recording artists. We doubt that anyone in Hollywood has ever heard of UDL. But, if you really want to see celebrities drinking the stuff'. A man portraying Christopher Skase says to camera, 'Well, we hope you get over it, you superficial bastard.'

THE COMPLAINT

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

'..... contained language which we do not use in our home and which, frankly, I find offensive.'

THE DETERMINATION

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

The Board was of the view that the use of the word 'bastard' within the advertisement was not inappropriate given that the advertisement had received an M rating and was restricted to being broadcast within the relevant time classification zones. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.