



CASE REPORT

1. Complaint reference number	131/98
2. Advertiser	Australian Milk Marketing (Big M)
3. Product	Food
4. Type of advertisement	TV
5. Nature of complaint	Other - Miscellaneous
6. Date of determination	Tuesday, 8 September 1998
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT The advertisement (set to music) shows people using (Big M) milk cartons in a variety of settings including playing football and using it as a skateboarding 'prop'. In most of the scenes the cartons shown appear to be empty. However, in one scene, a cricket bat is used to 'smash' what appears to be a full carton resulting in what appears to milk splashing about.

THE COMPLAINT

Comments the complainant made about the advertisement included:

'...waste of food...when half the world population is starving...and also the Act of smashing of a milk carton with cricket bat with the contents going every where just to get the money for showing these adds... We have enough hungry people here that must be enraged to see such act shown continually and who cleans up the shocking waste...'

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 this advertisement would not offend prevailing community standards and values and determined that it did not breach the Code. The Board dismissed the complaint.