



## **CASE REPORT**

1. Complaint reference number	178/98
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, 13 October 1998
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The advertisement opens on two women having a discussion at what appears to be a cosmetics counter in a department store. The saleswoman says, 'Its fabulous...just fabulous...totally natural product and its packed with essential ingredients...Vitamin A, E of course and B, amino acids and lots of trace elements...its marvellous, your skin just glows.' The customer then says, 'It must be expensive?' to which the saleswoman answers, '..Oh 600mls less than a dollar.' The saleswoman asks the customer whether she would like to 'try some?' The next shot is of the customer drinking a full glass of milk. The advertisement concludes with the words, 'Milk. Legendary stuff.' Superimposed on the screen.

## **THE COMPLAINT**

Comments the complainant made about the advertisement included:

*'You can take political correctness too far but both are sexist in theory so that one situation applies to one set only...makes women look stupid but we are sometimes.'*

## **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 constitute discrimination or vilification and did not breach the Code. The Board dismissed the complaint.