



CASE REPORT

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| 1. Complaint reference number | 199/99 |
| 2. Advertiser | Dairy Farmers Ltd (Ski Yoghurt) |
| 3. Product | Food |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 13 July 1999 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement shows a woman sitting at an office desk eating from a container of yoghurt. In the background, an alarm bell is heard, a voice is heard saying ‘This is a fire drill ... this is a fire drill ...’ and people are seen leaving their offices and walking down the building’s fire exit stairs. The woman continues to sit at her desk eating the yoghurt, smiles to herself and shakes her head slightly as voiceover says ‘Because it’s just so smooth and so creamy. It’s time for a Ski.’

THE COMPLAINT

Comments that the complainant/s made regarding this advertisement included the following:

“As an Occupational Health & Safety consultant, I have spent the last 9 years endeavouring to impress on managers and workers the importance of being responsible about fire safety, including participation in fire drills ... this commercial makes a mockery of such activities and sends an extremely dangerous message to children and young people as well as many adults.”

“The whole message of the ad emphasises an employee’s disregard of their own safety by ignoring a fire drill.”

“It’s hard enough to get workers to comply with occupational health and safety regulations without showing this type of disregard for the rules of an establishment.”

THE DETERMINATION

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

While appreciating the complainants’ personal views, the Board determined that the advertisement depicted a scene of exaggerated fantasy which could not reasonably be interpreted as encouraging unsafe practices. The Board therefore determined that the advertisement did not contravene prevailing community standards on safety, did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.