



CASE REPORT

1. Complaint reference number	200/99
2. Advertiser	Conference of Australian Milk Authorities
3. Product	Food
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1 Violence Other – section 2.2
6. Date of determination	Tuesday, 13 July 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement shows a woman, appearing to be angry, leaving a house, slamming the door and front gate and walking purposefully along a street. This is interspersed with shots of two children sitting at a table eating breakfast and a man getting dressed (presumably the woman's family) discovering that the milk carton on the table is empty. In the background, the Herman's Hermits' song 'No Milk Today' is played. The woman is then seen entering a shop and takes a bottle of milk from the refrigerator. While she does this, a man wearing pantyhose over his head runs in and says 'OK, this is a hold up. Nobody move.' The woman comes up to the counter and, without pausing, hits the robber from behind with the milk bottle, knocking him to the floor. She pays for the milk, shrugs her shoulders and leaves without speaking. The advertisement concludes with the words 'Got enough milk in the fridge? Milk. Legendary stuff' with accompanying voiceover.'

THE COMPLAINT

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

"Why is it OK for advertising to show violence towards men or to advertise that men are inferior?"

"I find the ad to be extremely offensive in its violent manner ... such a blow could kill a person or commit a severe head, neck or spinal injury."

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 determined that the depiction of the woman hitting the man with a milk bottle, within the overall humorous context of the advertisement, would not offend prevailing community views and standards. The Board also determined that the portrayal of the people within the advertisement did not constitute discrimination or vilification. The Board determined that the advertisement did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint.