



CASE REPORT

1. Complaint reference number	211/03
2. Advertiser	Betta Milk Co-Op Society Pty Ltd
3. Product	Food
4. Type of advertisement	TV
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 8 July 2003
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This music-backed television advertisement opens on a domestic scene where a mother is indicated to have just finished breast-feeding a baby that she then rests with her husband, sleeping on a couch. A view of the father and baby sleeping moves to include a carton of milk alongside a glass holding a small amount of the milk, with a closing superimposed caption reading: ‘Tasmanians love the Betta taste.’

THE COMPLAINT

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

“The requirements for sleeping babies safely are a safe cot, safe mattress, safe bedding and a safe sleeping place. This advertisement does not fulfill any of these requirements.”

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 noted advice on behalf of the advertiser acknowledging that ‘any piece of advertising needs to be produced with a sense of obligation to the consumer and society’, but otherwise contending that consumers would view the commercial ‘as simply a piece of advertising and as such will not look at it as instruction on how to put an infant to sleep.’

While recognising the concern of the complainant, the Board determined that the depiction within this piece of advertising did not contravene the health and safety provision of the Code.

Finding that the material did not breach the Code on any other grounds, the Board dismissed the complaint.