



CASE REPORT

1. Complaint reference number	228/01
2. Advertiser	United Distillers & Vintners Aust Ltd (UDL)
3. Product	Alcohol
4. Type of advertisement	TV
5. Nature of complaint	Other - Miscellaneous
6. Date of determination	Tuesday, 11 September 2001
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This series of television advertisements features a presenter reading what are represented as viewers' letters and responding to them. In one, the viewer is said to write "We live in a big house, invite lots of friends, and stock heaps of UDLs, but our parties still suck." The advice—"to remove superfluous space"—is illustrated by the collection of cats from the backyard and holding them in a sack apparently being put into a garbage can. In another, the concern is said to be one guest taking over the party. The advice is to involve the person in work, with illustrations including barbecuing, plumbing and gutter cleaning. Another in the series is based around the issue of playing host to friends invited over to watch "the footy," and this being so demanding that there isn't time to sit and enjoy the game with them. In this instance, the suggested remedy—"assuming you can't afford a good caterer"—is "to put the locals to use." What is then shown is a group of stuffed Australian wildlife, including a wallaby with drink cans in its pouch, a koala with a television antenna fixed to its head, and an echidna with its spikes being employed as holders of snacks. Each of the advertisements ends with an animated graphic of canned UDL drinks.

THE COMPLAINT

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

"...I found it to be offensive and tactless ... Even worse to allow these ideas of exploitation of native animals be made into an advertisement for alcohol... Perhaps the promoters of UDL were working around the idea of the 'Bundy Polarbear,' but I am sorry to say they failed"

THE DETERMINATION

The Advertising Standards Board ('the Board') considered whether this advertising breaches Section 2 of the Advertiser Code of Ethics ('the Code').

The Board determined that this series of television advertisements did not contravene any provision of the Code and, accordingly, the complaint was dismissed.