



CASE REPORT

1. Complaint reference number	241/03
2. Advertiser	Dairy Farmers (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, 12 August 2003
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The first of two television advertisements referred to the Board opens on a bus, where a young man occupies a seat next to a young woman holding a container of Ski Yoghurt. After exhibiting discomfort, the woman leaves her seat and a superimposed caption reads: ‘Never trust Larry’ before her container of Ski is shown on the vacated seat. A subsequent caption reads: ‘He loves the taste of Ski as much as you do.’ In the second advertisement, the Larry character approaches a young woman outside a fruit & vegetable store. Also carrying a container of Ski, she indicates a lack of recognition as he introduces himself “from fifth class.” A change of view shows Larry to be holding a spoon behind his back before a superimposed caption again reads: ‘Never trust Larry. He loves the taste of Ski as much as you do.’

THE COMPLAINT

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

“The two scenarios, especially the second one, depict threatening behaviour towards women... Advertisements SHOULD NOT depict threatening behaviour toward women (or any group for that matter).” (Complainant’s capitalisation).

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 noted the advertiser’s submission that: ‘At no stage does he use threatening behaviour towards the woman. Indeed the tagline ‘Never trust Larry, he loves the great taste of Ski as much as you do’ reinforces the message that it is the yogurt—and not the person eating it—that he’s interested in.’

In the opinion of the Board, under prevailing community standards most people would find the material amusing, or at least recognise the intended humour, rather than experience offence.

On the Board’s determination that the material did not contravene provisions of the Code relating to health and safety, and that it did not otherwise breach the Code, the complaint was dismissed.