



## **CASE REPORT**

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|-------------------------------|------------------------------|
| 1. Complaint reference number | 277/99                       |
| 2. Advertiser                 | Australian Dairy Corporation |
| 3. Product                    | Food                         |
| 4. Type of advertisement      | TV                           |
| 5. Nature of complaint        | Other - Miscellaneous        |
| 6. Date of determination      | Tuesday, 14 September 1999   |
| 7. DETERMINATION              | Dismissed                    |

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement shows a scene of a man and woman in a kitchen preparing a meal. The following conversation ensues, commencing with the woman 'So, you're saying you can get our kids to eat Brussels sprouts? ... Yep ... No way ... I can! I can! ... I bet you can't ... How much?' The man is subsequently shown serving a bowl of Brussels sprouts on the top of which is a knob of melting butter, as voiceover says 'Butter brings out the natural taste in food because butter is natural'. In the final scene, the woman is shown giving the man a back massage as the man says 'Every night for a month right? Aah'.

## **THE COMPLAINT**

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

*"This ad (aired prime time family) sends a signal to children that if asked to do something, one should make a bet or wager prior to a chore or task, rather than to be simply willing to do something with no potential reward as the end result."*

## **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 advertisement did not offend prevailing community views and standards. The Board determined that the advertisement did not breach the Code on any ground and, accordingly, dismissed the complaint.

The Board also noted that the complainant/s had raised allegations of false and misleading content within the advertisement. As this was beyond the jurisdiction of the Board to consider, it was noted that the complainant had been referred to the appropriate authorities in this regard.