



CASE REPORT

1. Complaint reference number	292/00
2. Advertiser	Dairy Farmers Ltd (Oak)
3. Product	Food
4. Type of advertisement	TV
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 17 October 2000
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement portrays two animated cartoon insects, replete from the remains of an (Oak) carton. A worm emerges before them from the ground, sees a discarded aluminium drink container and slides inside. One of the insects calls to the worm, 'Hey, mate, what's it like to be afraid of birds and only have sex with yourself?' 'You'd know the answer to that', says the second insect, causing the face of the first to blush. A voiceover says, 'Oak, a soft drink it ain't.'

THE COMPLAINT

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

The advertisement was I believe very sexually explicit as far as language goes.'

THE DETERMINATION

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

The Board determined that the material within the advertisement did not contravene prevailing community standards in its depiction of sex/sexuality/nudity and that the advertisement did not breach the Code on this or any other ground. The Board, accordingly, dismissed the complaint.