



CASE REPORT

1. Complaint reference number	293/00
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 depicts, among garbage which includes a pulsating discarded (Oak) carton, animated cartoon insects in a queue. A cockroach arrives and asks of two insects, 'Is anyone good on tonight?' One replies, 'No, but the beetles are on over there.' The cockroach hurries off. The two insects laugh and one says, 'What a cock!' A voiceover says, 'Oak. A soft drink it ain't.'

THE COMPLAINT

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

'It was particularly disturbing to me as my children immediately "picked up" on these sayings as they were shown during a family rated show.'

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.