



CASE REPORT

1. Complaint reference number	339/99
2. Advertiser	United Distillers & Vintners Aust Ltd (Bundaberg Rum)
3. Product	Alcohol
4. Type of advertisement	TV
5. Nature of complaint	Other - Miscellaneous
6. Date of determination	Tuesday, 9 November 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement shows a man and apparent polar bear driving through the streets of an American city before pulling up outside a nightclub. As they enter the club, the man introduces the bear who produces a bottle of Bundaberg Rum and pours a drink for another man to taste. In the final scene, the bear and three men are seen from behind lined up to a row of urinals.

THE COMPLAINT

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

"... the urinating section is distasteful and should be cut and not screened."

"Disgusting, degrading and a definite lowering of standards ..."

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