



CASE REPORT

1. Complaint reference number	349/00
2. Advertiser	Dairy Farmers Ltd (Dare)
3. Product	Foo
4. Type of advertisement	TV
5. Nature of complaint	Violence Other – section 2.2
6. Date of determination	Tuesday, 12 December 2000
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement portrays a group of people at a garden party. A man cooking on a barbeque says to a woman drinking the product, ‘Come on, how about a smile and a few kind words?’ She replies, ‘Well, you’re kind of fat, and you’re kind of ugly and, in fact, you’re the kind of bloke I could do without.’ Behind them another woman guest slaps the face of another male guest with whom she is conversing. The advertisement concludes with a shot of the product on a table and a voiceover and text, ‘Dare to be yourself’.

THE COMPLAINT

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

‘Domestic violence and violence in general (and it works both ways) is a big problem in our society. I found this commercial offensive and shocking.’

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 advertisement did not breach the Code and would not offend prevailing community standards. It was noted that the behaviour of the man and woman was presented in a humorous context. The Board, accordingly, dismissed the complaint.