



## **CASE REPORT**

1. Complaint reference number	361/99
2. Advertiser	Dairy Farmers Ltd (Dare - 'milkman')
3. Product	Food
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1 Portrayal of sex/sexuality/nudity – section 2.3 Language – use of language – section 2.5
6. Date of determination	Tuesday, 9 November 1999
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement depicts a man and a woman in a kitchen setting, with the man hanging up a telephone. He turns to the woman and says “That was Harry. He just told me that the milkman’s made love to every woman in our street”. He then kisses the woman on her shoulder and adds “ ... except for one”. The woman pauses reflectively, then says “Hmm, must be that stuck up bitch at number 7”. The advertisement concludes with voiceover “Dare to be yourself”.

## **THE COMPLAINT**

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

*“We consider the use of the word ‘bitch’ when referring to a female offensive. This word is a term of abuse for women and totally unacceptable.”*

*“... extremely offensive and disgusting ... to make light of immorality and to denigrate another person – in a foul way – for standing up against immorality.”*

*“I find the language offensive and the sexual implications degrading to both milk delivery persons and to all women.”*

## **THE DETERMINATION**

The Advertising Standards Board (‘the Board’) considered whether this advertisement breached Section 2 of the Advertiser Code of Ethics (‘the Code’).

While appreciating the personal views expressed by the complainants, the Board determined that the advertisement did not constitute discrimination or vilification, nor did it breach the Code on the grounds of its treatment of sex, sexuality or nudity nor in its use of language. The Board determined that the advertisement did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint.