



CASE REPORT

1. Complaint reference number	362/99
2. Advertiser	Dairy Farmers Ltd (Dare - 'girlfriend')
3. Product	Food
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1
6. Date of determination	Tuesday, 9 November 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement depicts two men sitting on a lounge in a party setting. One turns to the other and asks “How’s your new girlfriend?” The other man replies “Oh, Deb. She’s great. She’s got the best personality, you know. So how’s your new girlfriend?” The first man then says “Sharon ? She’s butt ugly as well”. The advertisement concludes with voiceover “Dare to be yourself”.

THE COMPLAINT

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

“Such negative labelling does not encourage respect for people, particularly women, and places undue emphasis on a person’s physical characteristics as opposed to their inherent worth and dignity.”

“I object most strongly to this unpleasant portrayal of one view of male relationships with women, and one which reinforces that women are only valuable if they are physically attractive.”

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 constitute discrimination or vilification. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.