



## CASE REPORT

1. Complaint reference number	373/05
2. Advertiser	Parmalat Australia Ltd (Paul's Slim Milk)
3. Product	Food & Beverages
4. Type of advertisement	TV
5. Nature of complaint	Other - Social values
6. Date of determination	Tuesday, 14 February 2006
7. DETERMINATION	Dismissed

## DESCRIPTION OF THE ADVERTISEMENT

This television advertisement features a young woman dressed in white singlet and shorts drinking milk from a carton. Voiceover asks "What's she drinking it for?" and reply "The taste. The creamy new no-fat taste". The woman stops drinking and burps. Voiceover comments "Nice" to which the woman smiles and replies "Very nice!" followed by a shot of a carton of Paul's Slim Milk.

## THE COMPLAINT

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

*...it is uncivil because burping is not behaviour for public display*

*...when we are worried about spreading flu germs such behaviour is unhygienic*

*What has a woman in underwear got to do with milk?*

*It would be OK if she were drinking out of a glass and then said 'excuse me' (complainant's emphasis)*

## THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

*It is a fact of life that many people drink directly from milk cartons*

*It is true that the woman does not excuse herself after burping. She raises her hand to her mouth in a gesture that clearly portrays the fact that her burp was unintentional.*

## THE DETERMINATION

The Advertising Standards Board ("Board") considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the "Code").

The complainant considered that the advertisement promoted poor health practices (drinking out of a carton) and poor manners.

The Board considered that although drinking out of a carton may not be good manners it was not considered to be portraying material contrary to prevailing community standards on health and safety.

The Board also noted the complainant's comment about the portrayal of a woman in underwear in relation to advertising milk. The Board noted the message of the advertisement which is that a slim

woman i.e.: a woman who does not need to be 'on a diet', drinks this product because she likes the taste not because she needs to be drinking a low or reduced fat product.

The Board did not consider that the portrayal of the woman breached the Code in relation to the portrayal of sex, sexuality or nudity nor did it portray a woman in a discriminatory manner.

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.