



CASE REPORT

1. Complaint reference number	391/99
2. Advertiser	Australian Dairy Corporation
3. Product	Food
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1
6. Date of determination	Tuesday, 7 December 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement commences with a scene of a family having lunch outdoors, with the father being complimented on the meal and him explaining how he uses butter as his secret ingredient to enhance the food's flavour. A young girl asks 'Finally worked out how to use the barbecue, Dad?' to which the man replies 'Yeah, I have haven't I. I even found the perfect shady spot under a tree up the back'. The others look amongst themselves with some concern and a scene is then shown of the barbecue with the tree above catching on fire. The advertisement concludes with the superimposed words 'Butter. Taste the difference'.

THE COMPLAINT

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

"Once again the adult male is portrayed as an incompetent idiot who is treated disrespectfully by his children and wife ... It seems that although sexist ads denigrating women have been almost totally eliminated, men have now become targets."

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 portrayal of the man within 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.