



CASE REPORT

1. Complaint reference number	395/99
2. Advertiser	Dairy Farmers Ltd (Oak)
3. Product	Food
4. Type of advertisement	TV
5. Nature of complaint	Language – use of language – section 2.5
6. Date of determination	Tuesday, 7 December 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement depicts a cartoon scene of two ants drinking through straws from a discarded Oak milk carton in a garbage can. Two flies appear and fly into a discarded soft drink bottle, drinking its remnants. As they finish, one of the flies burps and is thrown against the bottle wall by the apparent force of its burp. One ant turns to the other and says ‘Well, you’d burp too if you spent all day eating sh...’ as voiceover interrupts, saying ‘Oak. A soft drink it ain’t.’

THE COMPLAINT

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

“I know they do not finish the word but we all know what they are saying and so do our kids and I do not appreciate you showing this ad during children’s viewing times. It is difficult enough trying to get them not to use bad language as it is without this type of thing making it out to be acceptable.”

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 language used in the advertisement was not inappropriate, noting that the word complained about had been substantially blanked out. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.