



CASE REPORT

1. Complaint reference number	419/99
2. Advertiser	Dairy Farmers Ltd (Dare - 'Athlete')
3. Product	Food
4. Type of advertisement	TV
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 8 February 2000
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement depicts a party scene with a number of people dancing together. A man pushes in ahead of a young woman dancing and, looking her up and down, says 'Hey, baby, I see you like to work out. I keep most of my working out to the bedroom. I'm what you might call a sexual athlete'. The girl replies 'Yeah, and I bet you always come first'. The advertisement concludes with the superimposed words 'Dare to be yourself' together with an image of a bottle of 'Dare' flavoured milk.

THE COMPLAINT

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

"My concern with the advertisement relates to its use of such a tasteless, tacky and crude sexual reference ... this advertisement crosses the boundary of good taste."

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 was of the view that the comment made by the woman within the advertisement did not contravene community standards in its treatment of sex, sexuality or nudity and did not breach the Code on this or any other ground. The Board, accordingly, dismissed the complaint.