



**ADVERTISING  
STANDARDS  
BUREAU**

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## **CASE REPORT**

- |                               |                                 |
|-------------------------------|---------------------------------|
| 1. Complaint reference number | 7/00                            |
| 2. Advertiser                 | Dairy Farmers Ltd (Dare - Fiji) |
| 3. Product                    | Food                            |
| 4. Type of advertisement      | TV                              |
| 5. Nature of complaint        | Other - Miscellaneous           |
| 6. Date of determination      | Tuesday, 8 February 2000        |
| 7. DETERMINATION              | Dismissed                       |

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement depicts a scene of a man and woman in a backyard barbecue setting. The man says 'Look, why don't we take a holiday and try to sort things out?' to which the woman replies 'Okay'. The man asks 'Fiji or Thailand?', the woman smiles, shrugs and says 'Fiji' and the man then says 'Right, I'll go to Thailand'. The advertisement concludes with voiceover 'Dare to be yourself'.

## **THE COMPLAINT**

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

*"... makes fun of marriage difficulties, a serious problem affecting many people and children."*

## **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 raise any issues covered by the Code and did not offend prevailing community views and standards. The Board determined that the advertisement did not breach the Code on any ground and, accordingly, dismissed the complaint.