



CASE REPORT

1. Complaint reference number	8/05
2. Advertiser	Diageo Australia Ltd (Bundaberg Rum - Valentine's Day)
3. Product	Alcohol
4. Type of advertisement	TV
5. Nature of complaint	Other - Social values
6. Date of determination	Tuesday, 8 February 2005
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement features a group of male friends who decide to have a Valentine's Day dinner with their female partners together so that they can watch a football game. They position the TV behind their partners at the dinner table and pretend to listen to their partners whilst watching the game.

THE COMPLAINT

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

"I find this advertisement offensive because it shows deceit and lies as being an acceptable part of a relationship and it shows the product encouraging the telling of lies to gain some advantage."

THE ADVERTISER'S RESPONSE

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

"In developing this new commercial, we undertook fairly extensive research about how our consumers relate to our Brand and our products. It became clear that they liked the fact we represent a humorous and non-confrontational tone."

"We note that the concern is whether the commercial breaches Section 2 of the Advertiser Code of Ethics, however we are not entirely sure which sub section the complaint is referring to. We do contend however that in no way does this

television commercial breach any part of this code."

THE DETERMINATION

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

The Board was of the view that in the context of prevailing community standards, the majority of people would find this advertisement humorous rather than offensive.

The Board found that the depiction did not contravene the provisions of the Code relating to the portrayal of people (social values).

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