



CASE REPORT

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| 1. Complaint reference number | 81/99 |
| 2. Advertiser | United Distillers & Vintners Aust |
| 3. Product | Alcohol |
| 4. Type of advertisement | Radio |
| 5. Nature of complaint | Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 13 April 1999 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The radio advertisement includes the following script (male voiceover):

‘You go to the dentist for a check up and he ends up doing more construction work than the Sydney Olympics...Do you?...a...Go back to work speaking like the elephant man?...b...dribble all over your boss?...or c...stick to a liquid diet and have a Bundy and Cola for dinner...See you can solve anything with a Bundy and Cola...’

THE COMPLAINT

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

‘I don’t believe I need to insult anyone’s intelligence by elaborating on how devastating the effect of mixing drugs and alcohol can be. Let alone the fact that alcohol does not have a very good painkilling effect until one is quite drunk – hardly a responsible thing to encourage. This advertisement has the potential to cause grief. I recognise the right of Bundy and Cola company to advertise their product rather than Australian society has enough trouble with alcohol abuse and its repercussions without encouraging alcohol as a cure-all for all life’s hassles especially physical pain.’

THE DETERMINATION

The Advertising Standards Board (‘the Board’) considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics (‘the Code’).

The Board determined that the advertising material, viewed in the overall context, did not contravene prevailing community standards on health and safety and did not breach the Code. The Board dismissed the complaint.