



CASE REPORT

1. Complaint reference number	85/99
2. Advertiser	Warner Lambert Consumer Healthcare Pty Ltd (Mylanta)
3. Product	Health Products
4. Type of advertisement	TV
5. Nature of complaint	Other - Miscellaneous
6. Date of determination	Tuesday, 13 April 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement shows two Australian backpackers in what appears to be a village in India. The backpackers are invited into the home of a villager and invited to eat with him. He offers them numerous plates of food and they partake happily and hungrily. When he continues to offer more they refuse. However, one of the backpackers is then shown sampling one more dish while simultaneously saying 'What is it?' The villager responds by drawing a diagram of a lamb complete with testicles. The advertisement then shows a bottle and packet of Mylanta together with the words, (super and voiceover) 'Overdone it? Overcome it...With Mylanta...'

THE COMPLAINT

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

'I would like to say how much I object to the Mylanta commercial where they draw a lamb's testicles and later show a person eating them when cooked. I think it is a disgusting and very offensive commercial...'

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 advertisement would not offend prevailing community standards and views and did not breach the Code. The Board dismissed the complaint. Board members took into account the obvious contextual humour in the advertisement.