



CASE REPORT

- | | |
|-------------------------------|---|
| 1. Complaint reference number | 91/03 |
| 2. Advertiser | Australain Dairy Corporation |
| 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 April 2003 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement features a woman relaxing in a bathtub as one after another of her family enter and exit the bathroom. The woman takes a sip from her young son's glass of milk as a voiceover asks: "Did you know dairy contains Vitamin A and riboflavin for healthy eyes?" As the woman eats a slice of cheese from her daughter's sandwich, the voiceover adds: "B vitamins for glowing skin..." As a third child enters with a bowl of yogurt and fruit, the voiceover continues: "Zinc and protein for shiny hair..." After the husband enters the bathroom and lets his towel fall to the floor as he is about to step into the bath, the woman smiles, submerges and starts to blow bubbles as the voiceover concludes: "And carbohydrates for energy to burn. So make the time to have three serves of dairy every day." The advertisement ends with a graphic reading: 'Dairy. The food of life.'

THE COMPLAINT

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

"Our children are under attack from advertisements and programs, and this advertisement is another example."

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 noted the advertiser's research-referenced contention that a large number of Australian women are not obtaining the recommended dietary intake of many nutrients available from dairy products and that: 'The scene is discreet and represented in good taste. The intention is not to offend but to communicate the message about carbohydrate and energy in a light-hearted, tongue-in-cheek way.'

The Board determined that the content of this advertisement did not offend the provisions of the Code relating to the portrayal of sex, sexuality and/or nudity.

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