



**ADVERTISING  
STANDARDS  
BUREAU**

Level 2, 97 Northbourne Avenue, Turner ACT 2612  
Ph (02) 6173 1500 | Fax (02) 6262 9833  
[www.adstandards.com.au](http://www.adstandards.com.au)  
ACN 084 452 666

**Ms Caroline Mills  
100 Drummond Street  
CARLTON VIC 3053**

3 December 2013

1. Complaint reference number: **0421/13**
2. Advertiser: **Peters**

Dear Ms Mills,

Thank you for your correspondence concerning an advertisement.

The Advertising Standards Board (the Board) considers complaints about advertisements which may breach one or more industry Codes. The list of Codes and issues covered by the Codes are available at <http://www.adstandards.com.au/advertisingstandards/codesweadminister>. Issues covered by the Codes include: discrimination or vilification of people; use of offensive language; inappropriate use of sex, sexuality or nudity; unjustified violence; and depictions that would breach community standards on health and safety. The Board also considers a range of issues related to advertising of motor vehicles, food and beverages, advertising to children and environmental claims. The Board uses Section 2 of the Advertiser Code of Ethics as the basis of its determinations.

Your complaint raises issues appropriate for consideration by the Board and the advertiser was notified of your complaint. Our earlier advice to you provided details of the case established in this matter. The advertiser has subsequently responded to advise that the advertisement under complaint has been withdrawn from broadcast/publication/display as the particular advertising campaign has ended.

Further, the advertiser has indicated that the advertisement will not be broadcast again in that medium. With formal confirmation that the advertisement has ended and will not be broadcast again, we consider that the advertisement does not raise issues that would set a meaningful precedent were the Board to consider your complaint. Accordingly your complaint about the advertisement will not be considered by the Board.

Should you see this advertisement again, or any other advertisement where you find the content offensive, please do not hesitate to contact us.

For more information about the advertising self-regulation system, please visit  
<http://www.adstandards.com.au>.

With regards,

**Nikki Paterson / Daniela Gray**

Case Managers

Advertising Standards Bureau

[complaint@adstandards.com.au](mailto:complaint@adstandards.com.au)