

# Advertising Standards Bureau

The Advertising Standards Bureau is the self-regulating body that looks at complaints against all types of advertising in Australia.

Go to [www.adstandards.com.au](http://www.adstandards.com.au) and explore the Bureau's case studies that shows the results of the board looking at the complaints of advertising.

Choose 2 case studies - one that has been upheld and one that has been dismissed.

For each case study, answer the following questions.

- 1. Briefly describe the ad and the complaint against the ad.**
- 2. Describe the nature and extent of media influence the complaint suggests the ad has.**
- 3. What section of which code is the complaint against?**
- 4. What was the Bureau's view of the complaint? What was the outcome?**
- 5. Do you agree with the outcome? What may be the issues in this instance of self regulation?**