

## Advertising Standards Bureau - OUTLINE OF REQUESTS FOR INDEPENDENT REVIEW

## Attachment R

| CASE  | INITIAL BOARD DETERMINATION                          | INDEPENDENT REVIEWER RECOMMENDATION   | BOARD DETERMINATION ON REVIEW (if appropriate) |
|---|--|---|--|
| <b>Trading Post Australia Pty Ltd</b><br>Case number - <b>133/08</b>  | Complaints <b><i>Upheld</i></b><br>May 2008          | Initial Board determination <b><i>confirmed</i></b><br>by Independent Reviewer<br>June 2008             |  |
| <b>Insurance Line Pty Ltd</b><br>Case number - <b>157/08</b> and <b>158/08</b>                              | Complaints <b><i>Upheld</i></b><br>May 2008          | Initial Board determination <b><i>confirmed</i></b><br>by Independent Reviewer<br>May 2008              |  |
| <b>Mitsubishi Motors Australia</b><br>(Pajero – Daniel’s birthday)<br>Case number - <b>289/08</b>           | Complaints <b><i>Dismissed</i></b><br>August 2008    | Independent Reviewer recommended Board <b><i>review its initial determination</i></b><br>October 2008   | Dismissed                                      |
| <b>Yum Restaurants</b><br>(KFC – Hot ‘n’Spicy fillets – the boyfriend)<br>Case number - <b>312/08</b>       | Complaints <b><i>Upheld</i></b><br>September 2008    | Independent Reviewer recommended Board <b><i>review its initial determination</i></b><br>September 2008 | <b>Dismissed</b>                               |
| <b>Government of Western Australia</b><br>(Rethink your last drink)<br>Case number - <b>108/09</b>          | Complaints <b><i>Upheld</i></b><br>April 2009        | Initial Board determination <b><i>confirmed</i></b><br>by Independent Reviewer<br>May 2009              |  |
| <b>Advanced Medical Institute</b><br>(SMS “TRY” - Making Love? Do it longer)<br>Case number - <b>419/09</b> | Complaints <b><i>Dismissed</i></b><br>September 2009 | Independent Reviewer recommended Board <b><i>review its initial determination</i></b><br>November 2009  | Dismissed                                      |
| <b>Telstra</b><br>(Next G network)<br>Case number - <b>474/09</b>   | Complaints <b><i>Upheld</i></b><br>October 2009      | Independent Reviewer recommended Board <b><i>review its initial determination</i></b><br>November 2009  | Upheld   |

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|---|---|---|--|
| <b>Land Rover</b><br>(Range Rover Sport)<br>Case number - <b>511/09</b>             | Complaints <b><i>Dismissed</i></b><br>January 2010  | Independent Reviewer recommended Board <b><i>review its initial determination</i></b><br>April 2010 | Dismissed                                      |
| <b>Crazy Domains</b><br>(Pamela Anderson)<br>Case number – <b>22/10 &amp; 24/10</b> | Complaints <b><i>Upheld</i></b><br>February 2010    | Initial Board determination <b><i>confirmed</i></b><br>by Independent Reviewer<br>April 2010        |  |
| <b>Hyundai</b><br>(ix35)<br>Case number – <b>182/10</b>                             | Complaints <b><i>dismissed</i></b><br>May 2010      | Independent Reviewer recommended Board <b><i>review its initial determination</i></b><br>July 2010  | Dismissed                                      |
| <b>Lexus</b><br>(LFA Supercar)<br>Case number – <b>215/10</b>                       | Complaints <b><i>dismissed</i></b><br>May 2010      | Initial Board determination <b><i>confirmed</i></b><br>by Independent Reviewer<br>July 2010         |  |
| <b>Diageo Australia</b><br>(Bundaberg Rum)<br>Case number – <b>467/10</b>           | Complaints <b><i>dismissed</i></b><br>November 2010 | Initial Board determination <b><i>confirmed</i></b><br>by Independent Reviewer<br>December 2010     |  |