

Advertising Standards Bureau - OUTLINE OF REQUESTS FOR INDEPENDENT REVIEW

Attachment R

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

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