



CASE REPORT

- | | |
|-------------------------------|--|
| 1. Complaint reference number | 16/04 |
| 2. Advertiser | Jenny Craig Weight Loss Centres Pty Ltd (Picnic) |
| 3. Product | Health Products |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 17 February 2004 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement depicts TV personality Ian Hewitson putting a young girl on a slippery slide and then walking away to talk to the camera audience about Jenny Craig's weight loss special offers.

THE COMPLAINT

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

"A responsible person would not go and leave a child to talk to someone a few feet away without keeping an eye on them."

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

"Her mother was also at the other side of the slide."

"Charlotte was completely safe and supervised throughout the commercial."

THE DETERMINATION

The Advertising Standards Board ("Board") considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the "Code").

The Board did not feel the advertisement depicted any dangers to the child's health and safety in the context of prevailing community standards.

The Board found that the depiction did not contravene the provisions of the Code relating to health and safety.

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