



CASE REPORT

1. Complaint reference number	17/04
2. Advertiser	Kellogg (Australia) Pty Ltd (Crunchy Nut Cereal)
3. Product	Food
4. Type of advertisement	TV
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 17 February 2004
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement depicts a couple in bed under a doona making love. Another man known to the lady arrives home to find them in bed together and is clearly disgruntled. The other male jumps out of bed and races into the kitchen and starts to eat a bowl of Crunchy Nut Cereal as a decoy.

THE COMPLAINT

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

“...the promotion of unfaithfulness should not be condoned at any time, whatsoever.”

“It is offensive to me because it is being played all day during children’s viewing time, it gives the impression that there is nothing wrong with jumping in and out of bed with other people, and although the theme could be taken quite humorously I believe it demeans the status of a meaningful relationship...”

“...clearly makes a mockery of the institution of marriage””

THE ADVERTISER’S RESPONSE

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

“The commercial is a light-hearted depiction of unexpected or eccentric behaviour prompted by the characters desire/compulsion to eat the tasty product...”

“I think that most people would regard the commercial as humorous or absurd rather than making a moral statement or offending community values”

THE DETERMINATION

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

The Board noted that the advertiser’s comment that most people would find the commercial humorous “rather than making a moral statement or offending community values”.

The Board found that the depiction did not contravene the provisions of the Code relating to the portrayal of sex/sexuality/nudity.

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