



CASE REPORT

1. Complaint reference number	354/05
2. Advertiser	Golden Circle Limited (Original Juice Co - Hippos)
3. Product	Food & Beverages
4. Type of advertisement	TV
5. Nature of complaint	Other - Social values
6. Date of determination	Tuesday, 13 December 2005
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement features two hippos in bed. The female hippo is reading quietly when the male hippo breaks wind. She gives him a look then closes her book and begins holding her breath. The male hippo then covers her with the doona while a voiceover explains: “*Here’s an original fact – hippos can hold their breath for five minutes.*” The voiceover then mentions the product, Original Juice, and shows a man drinking juice as the hippo next door waves from her window as she takes in the fresh air.

THE COMPLAINT

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

“...two hippos in bed and one ‘breaking wind’, something about a hippo able to hold its breath for 5 minutes.”

THE ADVERTISER’S RESPONSE

“The creative execution is a humorous depiction of a normal bodily function i.e. breaking wind. As making a joke of this particular bodily function has already been part of standard, mainstream humour for decades via joke books, mainstream television, cinema, children’s cartoon books and shows and the readily available whoopee cushion, we feel it is acceptable to current community standards for it to feature within a television advertisement”.

THE DETERMINATION

The Advertising Standards Board (‘the Board’) considered whether this advertisement breached Section 2 of the Advertiser Code of Ethics.

The Board was of the opinion that this advertisement did not breach Section 2 of the Advertiser Code of Ethics on any grounds and accordingly dismissed this complaint.