



CASE REPORT

1. Complaint reference number	275/05
2. Advertiser	George Weston Foods Ltd (Swirl Bread - apple & cinnamon)
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, 11 October 2005
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The first scene in this television advertisement depicts a woman standing in the living room of her home. As the phone rings, a deep voice is heard in the background to say: “*Eat me... Eat me...*”. As she picks up the receiver, the voice is heard to say even louder the words: “*Eat me... Eat me...*”. She looks across into her kitchen. As she does so, she drops the phone and the image of the woman starts to spin. The following scene focuses in on the loaf of Tip Top Swirls Snack Bread. The woman in the advertisement appears to fall under a trance and in her hypnotised state she walks towards the bread. It is clear that the voice saying “*Eat me... Eat me...*” is emanating from the bread. The final scene in the advertisement shows the woman eating the bread before showing the packaging of the three variants of Tip Top Swirls Snack Bread. A voiceover states: “*New Tip Top Swirls... hypnotically delicious*”.

THE COMPLAINT

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

“As a telecommunications worker, I deal with distressed customers receiving obscene unwanted calls on a daily basis. I find this advert offensive in the extreme, with an obvious attempt to use a stereotypical “dirty call” as lure to buy, of all things, flavoured bread!!”

THE ADVERTISER’S RESPONSE

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

“The simple advertising idea being portrayed in the two television advertisements is that Tip Top Swirls are so delicious that the loaf has the power to hypnotise family members to eat it. In no way do the advertisements make any suggestion of a sexual or violent nature.”

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 concept behind the advertisement was that the bread had the power to hypnotise people to eat it. It considered that the voice used in the advertisement was directed to that cause and that there were no sexual undertones in the advertisement.

The Board found that the advertisement did not contravene the provisions of the Code relating to the portrayal of sex or sexuality.

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