



## **CASE REPORT**

1. Complaint reference number	276/05
2. Advertiser	George Weston Foods (Swirl Bread - sultana & chocolate)
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 opening scene in this television advertisement depicts two young children sitting on the living room couch watching television. As the young girl goes to change the channel on the television they hear a voice which says: “Eat me... eat me”. The voice is emanating from the next room. The children look across to the next room, thinking that they have imagined the voice. When they hear the voice for a second time, the image on the screen begins to spin and the children walk into the kitchen in a hypnotised state. The following scene in the advertisement depicts a close-up of Tip Top Swirl Snack Bread. The children are shown to eat the bread standing in the kitchen. A voiceover states: “Look into my sultana and choc swirl... Know that I will taste amazing... New Tip Top Swirl... Hypnotically delicious”.

## **THE COMPLAINT**

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

*“... This type of provocative inducement is just unnecessary and entirely irresponsible considering the target market of children and parents.”*

## **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 theme of the advertisement was that the bread had the power to hypnotise people to eat it. The Board considered that it was sufficiently clear from the voiceover that this was the intent of the advertiser. The Board considered that there was nothing provocative or overly sexual in the words/tone of voice used in the advertisement.

The Board found that the advertisement did not breach 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.