



Ad Standards Community Panel
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AdStandards.com.au

Advertising Standards Bureau Limited
ACN 084 452 666

Case Report

1	Case Number	0251/18
2	Advertiser	Caltex Australia Ltd
3	Product	Automotive
4	Type of Advertisement / media	Internet
5	Date of Determination	23/05/2018
6	DETERMINATION	Dismissed

ISSUES RAISED

2.6 - Health and Safety Within prevailing Community Standards

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement features animated wheels similar to those seen in slot machines spinning to showcase different food and beverage combinations available at Caltex. A voice over explains that a meal deal allows customers to pick a main, drink and snack from Caltex and save 30% on the total price.

THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

This advertisement is misleading and encourages poor choices. The advertisement shows that you can select 3 options from a list to make up a meal from Caltex. The very suggestion that this would be a nutritious or balanced I misleading. The advertisement suggests a meal to be a combination of what appears to be a sausage roll, a coke, and a snickers chocolate bar. This selection is in no way nutritional balanced and it is entirely irresponsible for Caltex to be suggesting that this makes up a meal. It is misleading to the public and encourages unhealthy eating practices. In no way did they promote healthy eating practices or making good meal choices. While I have not seen all of the combinations I would argue that no more than one of them



would actually constitute a nutritional meal meeting nutritional guidelines. It is disappointing that this is being promoted to people of all ages as an everyday option for a meal.

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complainant/s regarding this advertisement include the following:

Advertiser did not respond.

THE DETERMINATION

The Ad Standards Community Panel (the "Panel") considered whether this advertisement breaches Section 2 of the AANA Code of Ethics (the "Code").

The Panel noted the complainant's concern that the advertisement encourages poor dietary choices.

The Panel viewed the advertisement and noted that the advertiser did not provide a response.

The Panel considered that the advertised product is for a service station, and not for specific food items, and considered that the provisions of the AANA Food and Beverages Advertising and Marketing Communications Code therefore do not apply.

The Panel noted that this television advertisement features animated wheels similar to those seen in slot machines spinning to showcase different food and beverage combinations available at Caltex. A voice over explains that a meal deal allows customers to pick a main, drink and snack from Caltex and save 30% on the total price.

The Panel considered Section 2.6 of the Code. Section 2.6 of the Code states: "Advertising or Marketing Communications shall not depict material contrary to Prevailing Community Standards on health and safety".

The Panel noted the complainant's concerns that the advertisement encourages poor dietary choices, and that by referring to the selections as a 'meal' it is implying that the selections are nutritious or balanced.

The Panel considered whether advertising different food selections as a 'meal' would be a depiction that would be against prevailing community standards on health and safety.



The Panel considered that the advertisement did not suggest that the meal combinations available were a nutritious or balanced meal, rather the advertisement was promoting and focusing on the '30%' discount on the total price of the available options. However, the Panel also noted that the advertisement did depict a range of food options, including sandwiches, water, salads and fruit.

The Panel considered that the promotion of a price discount on certain food selections was not a depiction that would likely be against prevailing community standards on health and safety.

The Panel considered that the advertisement did not depict material contrary to prevailing community standards on health and safety regarding food choices. The Panel determined that the advertisement did not breach Section 2.6 of the Code.

Finding that the advertisement did not breach the Code on other grounds, the Panel dismissed the complaint.

