



**ADVERTISING
STANDARDS
BUREAU**

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Case Report

1	Case Number	0293/13
2	Advertiser	Sanofi Aventis
3	Product	Health Products
4	Type of Advertisement / media	TV
5	Date of Determination	28/08/2013
6	DETERMINATION	Dismissed

ISSUES RAISED

2.6 - Health and Safety Within prevailing Community Standards

DESCRIPTION OF THE ADVERTISEMENT

Internationally renowned Bear Grylls, famous for his television series 'Man vs Wild' is challenged by Nature's Own to use his survival skills to get a good night's sleep using the same ingredients as found in Nature's Own Complete Sleep Advanced.

In the advertisement, Bear Grylls touches down while parachuting in the mountains. Upon landing, he folds his parachute and runs down towards a herd of highland cows after having collected some plants. He milks a cow and then mixes the plants with the milk using his boot as a container. He drinks from the boot before pulling a face because of the unpleasant taste of the beverage which he describes as a twig and dirt milkshake.

THE COMPLAINT

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

It's disgusting. If this is supposed to be "funny" it's not. It sends a wrong (uncouth, unclean, unhygienic) message to viewers.

THE ADVERTISER'S RESPONSE

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

We have considered the complaint and the advertisement in light of the provisions of the AANA Code of Ethics ('Code').

We understand that the complainant believes the advertisement contravenes section 2 of the Code and specifically provision 2.6 'Health and Safety within Prevailing Community Standards'.

Sanofi takes any complaint about its advertising seriously and is committed to complying with the highest expected standards and applicable rules.

Our intention in all of our advertising is to engage our target audience. As with the rest of the Bear Grylls campaign, this advertisement uses humour and aims to encourage people to look after their health and fitness whilst drawing an amusing parallel with Bear Grylls' survival skills.

We consider that many members of the community would recognise Bear Grylls and be familiar with his programs and character known to use survival skills such as drinking from one of his boots and therefore recognise and appreciate that this type of behaviour is something that Bear Grylls is accustomed to and very typical of his persona.

We understand that seeing a man drinking from his boot is rather unexpected but in light of the above we submit that there is no basis upon which to find that the advertisement depicts material contrary to Prevailing Community Standards on health and safety.

Accordingly, we submit that the advertisement does not breach provision 2.6, or any other provision of the Code and respectfully request that the complaint be dismissed.

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 the complainant's concerns that the advertisement depicts a man drinking from his boot which is unhygienic, unclean and uncouth.

The Board viewed the advertisement and noted the advertiser's response.

The Board 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 Board noted the advertisement features Bear Grylls using natural ingredients he has sourced himself to aid a good night's sleep and that after drinking the potion from his boot we see that the same ingredients have been used to make Nature's Own Complete Sleep Advanced supplements.

The Board considered that many members of the community would recognise Bear Grylls and be familiar with his programs and character as a fearless adventurer who is known to catch, kill and consume a variety of food sources and therefore recognise and appreciate that this type of behaviour is something that Bear Grylls is accustomed to and very typical of his persona.

The Board noted the complainant's concerns that it is unhygienic to drink from a boot. The Board noted that Bear's reaction to drinking from his boot makes it clear that he is not enjoying it and considered that it is unlikely that viewers would try and copy Bear's actions. The Board considered that the advertisement does not encourage or condone behaviour which is contrary to prevailing community standards on health and safety around food hygiene.

The Board 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 Board dismissed the complaint.