



Case Report

1	Case Number	0417/11
2	Advertiser	Browne's Foods
3	Product	Food and Beverages
4	Type of Advertisement / media	TV
5	Date of Determination	9/11/2011
6	DETERMINATION	Dismissed

ISSUES RAISED

2.6 - Health and Safety within prevailing Community Standards

DESCRIPTION OF THE ADVERTISEMENT

A man lies on the floor with a lighter held against his bottom. He then breaks wind and we see a small flame. A male voice over asks if this is Australia's biggest dipstick and asks viewers to vote in the Chill Biggest Dipsticks awards.

THE COMPLAINT

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

During a family movie on a Saturday night it is completely inappropriate; my 7yr old saw this. It was disgusting and offensive and behaviour that should not be shown. This is the sort of thing that is dangerous for young children to see.

Whilst this may be amusing to a certain age dynamic i am so upset that my children were subjected to this whilst watching a PG movie.

Earlier today I settled in to hopefully watch a day's car racing of the annual Ford and Holden V8 competition at Bathurst.

However at approximately 12.45pm Channel 7 ran an ad depicting a young man lying on his back with a lit cigarette lighter held near his anus he then proceeded to pass wind the methane gas ignited like a mini flame thrower.

In total dismay and disgust I immediately changed from your Channel and haven't been back all day.

Can you please advise if this type of behaviour is considered to be acceptable in prime time viewing when it can be assumed that millions of people both young and old could be watching? Can you also advise if this ad was beamed around the world?

THE ADVERTISER'S RESPONSE

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

No response received from advertiser.

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 complainants' concerns that the advertisement portrays disgusting, inoffensive behaviour which, if copied, could be dangerous.

The Board reviewed the advertisement and noted the advertiser had not provided a response.

The Board considered whether the advertisement was in breach of 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 that the advertisement shows a man passing wind and attempting to light it whilst surrounded by fellow party goers.

The Board noted that after the man's actions the reaction of the people surrounding him is muted and the voiceover asks if this is "Australia's biggest dipstick". The Board considered that rather than glorifying the man's actions the advertisement is portraying the man in a less favourable light. The Board noted that if the actions of the man were copied it could lead to injuries however the majority of the Board considered that as the man is presented as "a dipstick" it is less likely that people would want to emulate him.

Based on the above, the Board determined that the advertisement did not depict material contrary to prevailing community standards on health and safety and 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.

