



ADVERTISING  
STANDARDS  
BUREAU

Level 2, 97 Northbourne Avenue, Turner ACT 2612  
Ph (02) 6173 1500 | Fax (02) 6262 9833  
[www.adstandards.com.au](http://www.adstandards.com.au)  
ACN 084 452 666

## Case Report

1	Case Number	0429/13
2	Advertiser	Campbell's Australia
3	Product	Food and Beverages
4	Type of Advertisement / media	TV
5	Date of Determination	11/12/2013
6	DETERMINATION	Dismissed

### ISSUES RAISED

Food and Beverage Code 2.1 (a) - Misleading / deceptive

### DESCRIPTION OF THE ADVERTISEMENT

In the TVC we see the principal character, Debbie, preparing Cruskits for lunch, while a Bread character is encouraging her to eat him instead.

A voiceover says, "With 60% less carbs per serve than most bread, Cruskits can keep you on track to feeling lighter."

### THE COMPLAINT

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

*Whilst this statement is accurate it is entirely misleading because the overall calorie content of two Cruskits is significantly less than two slices of bread - unsurprisingly probably about 60% less in fact - therefore it appears misleading as it seems to suggest that eating two Cruskits will enable someone to eat less carbs - this is only true because it means they will be eating less calories overall.*

*The product is suggesting some benefit that is not directly attributable to the product itself but is a by product of the fact that eating the product means eating less calories and therefore less carbs.*

*If one were to eat the same calorific value of Cruskits as is contained in two slices of bread then the carb differential would negligible.*

## **THE ADVERTISER'S RESPONSE**

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

### *RESPONSE TO COMPLAINT*

- *The complainant refers to the claim as “60% less carbs in Cruskits than in bread”. The claim in the TVC, a copy of which is attached, is in fact the following, communicated by voiceover: “60% less carbs PER SERVE\* than MOST bread” (our emphasis added to correct the complainant’s omissions). The claim is accompanied by a superimposed and prominent disclaimer which explains that the comparison is “\*2 slices of bread versus 2 Cruskits.” The disclaimer is superimposed on screen for 5 seconds, which is one third of the total duration of the TVC.*
- *In order to substantiate the claim, Arnott’s compared carbohydrate content (published by the manufacturers in the Nutrition Information Panel on side of packs) of commercially available grocery bread and bread rolls, as well as products sold by the major specialty bakers Baker’s Delight and Brumby’s Bakery. The carbohydrate content of a serve of these bread products (a serve being 2 slices, as recommended by the manufacturers in the Nutrition Information Panel) was compared to the carbohydrate content of a serve of Cruskits (Arnott’s recommendation being 2 Cruskits, as published in the Nutrition Information Panel). The relevant data is attached. The result of the comparison was that the carbohydrate content of Cruskits was 60% less per serve than 82% of all the bread products which were the subject of the comparison.*
- *The complainant refers to total caloric content of bread and Cruskits. Arnott’s claim refers to carbohydrate alone, which is just one nutrient which contributes to caloric content. In the TVC, Arnott’s makes no claims about the caloric content of its Cruskits products.*
- *Although it is not entirely clear, the complainant may have the view that it is misleading to compare serves of Cruskits and bread because, when compared on total weight basis (for example, carbohydrate content per 100g total weight), bread and Cruskits have approximately the same carbohydrate content. Arnott’s view is that such a claim is inappropriate because consumers would not substitute the same weight of Cruskits for the same weight of a serve of bread. 2 slices of bread has an approximate weight of 75grams; consuming the same weight of Cruskits would require consumption of approximately 12-14 Cruskits.*
- *For the reasons set out above, Arnott’s is of the view that the TVC is not misleading or deceptive in breach of section 2.1 of the Food & Beverages Advertising & Marketing Communications Code. As requested, Arnott’s has also reviewed the TVC against the requirements of the other AANA Codes and has not identified any issues.*

## **THE DETERMINATION**

The Advertising Standards Board (“Board”) considered whether this advertisement breaches the AANA Food and Beverages Advertising and Marketing Communications Code (the Food Code).

The Board noted the complainant’s concerns that the advertisement is misleading in its suggestion that eating two Cruskits is lower in carbohydrates than bread.

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

The Board noted the complainant's concerns that the advertisement is misleading because the overall calorie content of two Cruskits is significantly less than two slices of bread rather than a direct relationship to being lower in carbohydrates.

The Board noted that the product advertised is food and that therefore the provisions of the AANA Food and Beverages Advertising and Marketing Communications Code (the Food Code) apply. In particular the Board considered section 2.1 of the Food Code which provides: 'Advertising or marketing communications for food ...shall be truthful and honest, shall not be or be designed to be misleading or deceptive or otherwise contravene prevailing community standards, and shall be communicated in a manner appropriate to the level of understanding of the target audience of the Advertising or Marketing Communication with an accurate presentation of all information including any references to nutritional values or health benefits.'

The Board noted the advertiser's response that the advertisement clearly states the "60% less carbs PER SERVE\* than MOST bread written on screen and also the voiceover and considered that in the context of the overall advertisement this disclaimer is very clear and unlikely to be overlooked by anyone who sees the advertisement.

The Board noted that the complainant refers to the product being lower in carbohydrates due to an overall lower caloric content and therefore misleading the consumer specifically about the lower level of the nutrient carbohydrate.

The Board noted that the advertisement is intended to highlight the alternative of Cruskits over bread and uses the bread slices as characters to appeal to the woman in the advertisement. The Board noted that the voiceover and the scenes do not appear over complicated or confusing in the delivery.

The Board considered that based on the information provided by the advertiser regarding nutritional comparative data, it is reasonable to state that Cruskits do offer a lower carbohydrate content in the situation depicted ie: two Cruskits rather than two pieces of bread, and that this was not a statement that was contrary to community standards and was not misleading.

The Board determined that the advertisement did not breach Section 2.1 of the Food Code. Finding that the advertisement did not breach the Food Code the Board dismissed the complaint.

