



## CASE REPORT

1. Complaint reference number	101/99
2. Advertiser	Bonlac Foods Ltd (Western Star)
3. Product	Food
4. Type of advertisement	TV
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 13 April 1999
7. DETERMINATION	Dismissed

## DESCRIPTION OF THE ADVERTISEMENT

The advertisement, set to the song, ‘When you wish upon a star’ shows young children placing a package marked ‘butter’ in various household spots (presumably in an attempt to soften the butter) including under a sleeping dog’s tummy, on a hot water bottle under the bed clothes, on the heating vents/fans. It also shows children trying to soften the butter by beating it with a wooden mallet, rolling it with a rolling pin and using a magnifying glass and sunlight. The advertisement draws to a close with the voiceover of a young boy saying, ‘New Western Star Spreadable spreads straight from the fridge.’ The little boy is then shown easily spreading the butter on a slice of bread.

## THE COMPLAINT

Comments the complainant made regarding this advertisement included the following:

*‘(The advertisement) shows little children putting hard butter...into places to soften it so they can spread it. The places are “on top of the heating ducts” – imagine what damage that could do to a house – if it got back into the heating mechanics – a fire or an explosion???? In a bed under blankets – what damage could that do – if there was an electric blanket on the bed – the child could be electrocuted...It is not an easy job teaching children right and wrong – advertisements like this one...show them doing not only something that is wrong, and silly but down-right dangerous .’*

## THE DETERMINATION

The Advertising Standards Board (‘the Board’) considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics (‘the Code’).

The Board, while appreciating the complainant’s personal point of view, determined that the advertisement, viewed in its context, did not depict material contrary to prevailing community standards on health and safety and did not breach the Code. The Board dismissed the complaint.