



CASE REPORT

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| 1. Complaint reference number | 114/99 |
| 2. Advertiser | Arnott's (Shapes) |
| 3. Product | Food |
| 4. Type of advertisement | Outdoor |
| 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 comprises a photograph and text. The photograph is of a teenage boy holding a bag of Arnotts Shapes Nachos Cheese toward the camera. Behind the boy is a partially obscured shopping trolley. Underneath the photograph are the words, 'Shapes 80g bags now on the street.'

THE COMPLAINT

Comments which the complainant made regarding this advertisement included the following:

'These billboards, which aim to entice children to purchase chips, promote the fact that "80g bags are now on the streets". Such language clearly draws on the drug culture... What sort of message does such advertising sent (sic) to children regarding community values? This advertising tells children that the drug culture is an acceptable part of the community. It tells children that it is cool, and acceptable, to do drugs.'

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 determined that the advertisement did not depict material contrary to prevailing community standards on health and safety, would not offend prevailing community views and did not breach the Code. The Board dismissed the complaint.