



CASE REPORT

1. Complaint reference number	116/04
2. Advertiser	Kellogg (Aust) Pty Ltd (Be Natural)
3. Product	Food
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1 Other - Social values
6. Date of determination	Tuesday, 8 June 2004
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement depicts people on two escalators that are moving in opposite directions. A female on the escalator going down is eating a Be Natural bar and a priest passing her on an escalator in the opposite direction snatches it out of her hands as he passes.

The tagline is “Be Natural Fruit and Nut Bars. It’s the taste that takes over.”

THE COMPLAINT

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

“I believe it is in very poor taste to show a priest stealing.”

“Most of us parents work very hard these days to teach our children the respect that they should have for priests and for their elders and these sort of advertisements tend to ruin our efforts and the moral message we are trying to convey.”

*“This advertisement is showing not just an average person, but a member of the church, who **should** be more responsible, stealing from another person. This is setting a very poor example to young children and teenagers, who could view it as ‘OK’ and even think it is funny to do such things.”*

THE ADVERTISER’S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

“The commercial is a light-hearted depiction of ‘unnatural’ (that term is also a play on the name of the Company’s product) behaviour which is prompted by the desire to enjoy the irresistible taste of the product.”

“The behaviour is so unlikely that it is hard to imagine the broad group of viewers regarding it as any more than amusing and attention-seeking.”

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 that in the context of prevailing community standards, the majority of people would find this advertisement humorous rather than offensive.

The Board found that the depiction did not contravene the provisions of the Code relating to discrimination/social values.

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.