



CASE REPORT

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| 1. Complaint reference number | 118/02 |
| 2. Advertiser | Berri Ltd (Australian Fresh Plus) |
| 3. Product | Food |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Other - Causes alarm and distress to children |
| 6. Date of determination | Tuesday, 14 May 2002 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement viewed by the Board opens on a family breakfast scene, with the son pouring a glass of orange juice. With the glass filled close to the brim, the father asks: "You sure you got enough?" and then, in a cynical manner, reads from the orange juice container: "One hundred percent Australian oranges with the natural goodness of calcium. Why would you bother?" Laughing, he reveals a mouth of missing and rotten teeth. As the son and daughter continue their breakfast in silence, a female voice-over says: "Australian Fresh Plus, the goodness of orange juice plus calcium for strong bones and teeth." The advertisement ends with a depiction of product packs and an accompanying caption reading: 'Australian Fresh Plus With Calcium,' with subtext reading: 'When consumed as part of an overall healthy and varied diet.'

THE COMPLAINT

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

"Many children live in bullying households and this is an unacceptable and concerning advertisement at a time when our society is trying to redress problems of unhappy and abused children."

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 considered the advertisement to provide a comical portrayal of a domestic situation, and did not find it likely to cause alarm or distress to children.

Determining that the content of the advertisement did not breach the Code on any grounds, the Board dismissed the complaint.