



CASE REPORT

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| 1. Complaint reference number | 118/03 |
| 2. Advertiser | Arnott's Biscuits Ltd (Snack Right) |
| 3. Product | Food |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Race – section 2.1 |
| 6. Date of determination | Tuesday, 13 May 2003 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement features vision of fresh fruit with children's voices speaking on behalf of each. Under an apple and a grape, voices say: "When I grow up, I want to be a biscuit." Under vision of an orchard, a male voiceover states: "Help these kids achieve their dream to be something more than a fruit salad or a bottle of wine. Help them become Arnott's Snack Right." A presenter is shown in the orchard location, removing a biscuit from a Snack Right pack and addressing the camera, saying: "Full of fruit and over 90 percent fat-free. Its Snack Right. You'll make yourself, and a little blackberry somewhere, really happy". The advertisement concludes with the advertiser's brand signature.

THE COMPLAINT

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

"The Ad is obviously a send-up of the Foreign Aid Child Sponsorship-type ads...I find it very offensive...."

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 noted the intended humour of the advertisement, and determined that it did not constitute discrimination and/or vilification as represented in the Code.

As the material did not breach the Code on any other grounds, the Board dismissed the complaint.