



CASE REPORT

1. Complaint reference number	135/04
2. Advertiser	Stuart Alexander & Co Pty Ltd (Mentos)
3. Product	Food
4. Type of advertisement	TV
5. Nature of complaint	Violence Other – section 2.2
6. Date of determination	Tuesday, 8 June 2004
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement depicts a group of sheep in a field who are eating the grass and see a shepherd eat a Mentos. The sheep are then depicted riding around on lawnmowers. One of the sheep on a lawnmower rides over a dog. A dog is then heard barking. The tagline is “Save your mouth for Mentos.”

THE COMPLAINT

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

“The image promotes cruelty towards the dog.”

“VERY OFFENDED by the sheep running over the dog and killing it. SO OFFENDED I will never buy Mentos again.”

THE ADVERTISER’S RESPONSE

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

“... given the highly unrealistic and humorous nature of the ad (ie Sheep eating Mentos and riding lawnmowers) we feel that we are not in anyway promoting cruelty towards animals. Specifically, the dog in question barks very audibly at the end of the commercial confirming that no harm has come to the dog with the exception of a small haircut.”

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 violence.

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