



CASE REPORT

1. Complaint reference number	137/02
2. Advertiser	Snack Brands Aust (CCs Corn Chips)
3. Product	Food
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1 Violence Other – section 2.2
6. Date of determination	Tuesday, 11 June 2002
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This television commercial opens on a sumo wrestling scene, with a background commentary in Japanese. An excited male spectator rushes into the ring and, leaping onto the back of one of the wrestlers, bites him on the shoulder. The bout continues with the suited man continuing to hold on to the wrestler by his teeth. The advertisement ends with a close-up still shot of the man biting into the flesh of the wrestler, with a superimposed caption reading: ‘Taste Something Big’ leading to a graphic of a CC’s product alongside text reading: ‘New. Bigger Flavours. You Can’t Say No.’

THE COMPLAINT

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

“I find this totally offensive. Not only does it dehumanise the man being bitten, but it also offends me to see one human being with his teeth actually in human flesh. It also degrades fat people.”

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 most people would recognise the intended humour in the advertisement.

It determined that, as such was the case, the content of the advertisement did not constitute a breach of the Code’s provisions relating to violence or the portrayal of people.

Finding that the material did not breach any other provisions of the Code, the Board dismissed the complaint.