



CASE REPORT

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| 1. Complaint reference number | 140/03 |
| 2. Advertiser | Nestle Australia Ltd (Lean Cuisine) |
| 3. Product | Food |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 13 May 2003 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement opens on an office scene, where female workers remark on their lunches. The first says: “For lunch today I had two deadlines and three biscuits.” Her colleague says: “I had Italian-style vegetables in a rich sun-dried tomato sauce between layers of spinach pasta.” In response to the surprised look of co-workers, she adds: “It was Lean Cuisine.” The advertisement closes on a view of Lean Cuisine packaging as a voiceover states: “New Lean Cuisine in a Bowl. It’s not just lean, it’s cuisine.”

THE COMPLAINT

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

“I worry this is promoting unhealthy beliefs among the population ... a meal—lean or not-so-lean—is a very important part of keeping well.”

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 advertiser’s view that rather than depicting material contrary to prevailing community standards, “this advertisement communicates to viewers that you can still manage your weight while eating delicious health food”.

It was the Board’s determination that the content of this advertisement did not contravene the health and safety provisions of the Code, nor any other aspect of the Code.

Accordingly, the complaint was dismissed.