



CASE REPORT

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| 1. Complaint reference number | 151/99 |
| 2. Advertiser | Sanitarium Health Food Co (Weet Bix) |
| 3. Product | Food |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Other - Miscellaneous |
| 6. Date of determination | Tuesday, 8 June 1999 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement involves a camera shot panning across a series of nine children seated at a long table, each apparently eating a bowl of Weet-Bix. As each child is shown, they speak one word of the sentence 'Nine out of ten nutritionists recommend kids eat Weet-Bix'. The camera then moves on to show a tenth child sitting further along the table, holding a spoon but with no bowl. The other children all turn to look at him. While rubbing his head with the spoon, he asks 'What's a nutritionist?'

The advertisement concludes with a picture of a box of Weet-Bix, above which are the words 'Nine out of ten nutritionists recommend kids eat Weet-Bix' and below which are the words 'Nutritionists surveyed were 129 dieticians NSW/ACT Nov/Dec '96 of the 3 most often recommended cereals for kids'.

THE COMPLAINT

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

"Most of the children have their elbows on the table, some are holding their cutlery incorrectly ... one stuffs his mouth full of food before speaking ... the final child actually scratches his head with his spoon ..."

"How can you teach children table manners and the way to behave, when they see these sort of advertisements."

THE DETERMINATION

The Advertising Standards Board ('the Board') considered whether this advertisement breached Section 2 of the Advertiser Code of Ethics ('the Code').

The Board determined that the actions of the children depicted in the advertisement did not offend prevailing community views and standards. The Board determined that the advertisement did not breach the Code on any grounds and, accordingly, dismissed the complaint.