



CASE REPORT

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| 1. Complaint reference number | 160/99 |
| 2. Advertiser | Procter & Gamble Aust Pty Ltd (Pringles) |
| 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 shows a group of young men and women at a railway station, apparently waiting for a train that has been delayed. One of them opens a container of Pringles and passes it around amongst the others. A number of scenes are then shown of different individuals eating Pringles chips, some performing ‘tricks’ such as tossing them into their mouths or balancing the chips on their chins or between their lips before eating them. The words ‘Once you pop, you can’t stop’ are superimposed on the screen and the advertisement concludes with an image of the Pringles logo

THE COMPLAINT

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

“... the gluttonous way the models have of stuffing the biscuits (Pringles) into their mouths nauseates me ... I find my nose crinkling with disgust whenever I see it ...”

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 advertisement did not portray material that would 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.