



CASE REPORT

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| 1. Complaint reference number | 163/02 |
| 2. Advertiser | Balfour's Pty Ltd |
| 3. Product | Food |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 9 July 2002 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This series of three 5-second television advertisements opens on captioned quotations, with sweet wrappers floating down to sit alongside them. The first quotation is: “I promise to start jogging tomorrow,” and the wrapper is from a Hazelnut Sweet Delight. The second quotation is: “I must renew that gym membership,” and the wrapper is from a Chocolate Sweet Delight. The third quotation is: “It’s the stairs at the office for a week,” and the wrapper is from a Coffee Sweet Delight.

THE COMPLAINT

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

“..I feel this advert and many others are saying: ‘It’s OK to have selfish needs and put yourself first,’ which I think is based on greed. Australia has the fattest kids in the world because of greed, too much coach potato, watching TV & computer games.”

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 determined that these advertisements did not offend the Code in any way, and the complaint was dismissed.