



CASE REPORT

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| 1. Complaint reference number | 166/01 |
| 2. Advertiser | All-Fect Distributors (Bon o Bon Chocolates) |
| 3. Product | Food |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1 |
| 6. Date of determination | Tuesday, 10 July 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This advertisement opens on a cold border-crossing scene where soldiers are aggressively questioning people while inspecting their luggage. Finding a wrapped chocolate in a piece of luggage, the senior officer asks ‘Que es esto?’ The answer, ‘Bon o Bon,’ is greeted with great mirth before the officer smells and subsequently consumes the chocolate. He is indicated to enjoy it so much that, although one of his colleagues finds bottles of spirit and a radio in the continuing luggage search, he waves the traveler through. A following traveler offers the officer some bread as ‘Bon o Bon,’ but is promptly arrested. The advertisement closes with a visual of Bon o Bon chocolates and a caption advising ‘available in supermarkets.’

THE COMPLAINT

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

‘This ad offended me greatly due to its lack of sensitivity toward people who find themselves with very little to offer ... I feel most strongly this complaint falls clearly into your stated category of DISCRIMINATORY PORTRAYAL OF 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 determined that the advertisement did not breach the Code in relation to discrimination/vilification, nor on any other grounds. Accordingly, the complaint was dismissed.