



CASE REPORT

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| 1. Complaint reference number | 167/00 |
| 2. Advertiser | Unilever Foods (Continental Cup-A-Soup Lots-A-Pasta) |
| 3. Product | Food |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Violence Other – section 2.2
Other - Miscellaneous |
| 6. Date of determination | Tuesday, 13 June 2000 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement begins with a couple in a kitchen, the woman eating soup from a mug. The man says, 'I'm late. I gotta go', to which the woman responds, holding up a sachet of Continental Cup-A-Soup Lots-A-Pasta, 'Wait, Tom, you haven't eaten anything. Here, this is packed with pasta. It'll fill you up and keep you going.' 'Aw, I'll wait 'til dinner', he replies. 'No, Tom', she exhorts. 'I won't let you get hungry. It could be dangerous. Dangerous.' 'I'll be fine', he insists. During this exchange, the action moves to the man at work. He feels faint and collapses under a pile of cardboard boxes containing facial tissues. The woman arrives at his workplace and says, as he moves under the boxes, 'I tried to give him Lots-A-Pasta, but he thought he was OK.' A voiceover says, 'Eat. Revive. Make it to five. New Lots-A-Pasta.'

THE COMPLAINT

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

'This particular advertisement is the most inappropriate thing I have ever seen, and I wonder what type of mind comes up with this kind of insensitive and offensive material.innocent people who are severely traumatised by the death of a loved one at work don't need this kind of confrontation jumping out at them from their TV sets.'

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 material within the advertisement, having the nature of a parody, did not contravene prevailing community standards and that the advertisement did not breach the Code on any ground. The Board, accordingly, dismissed the complaint.