



CASE REPORT

1. Complaint reference number	170/99
2. Advertiser	Sanitarium Health Food Co. (Fruity-Bix Bars)
3. Product	Food
4. Type of advertisement	TV
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 8 June 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement commences with a scene of a young girl, carrying a school bag, running out of a doorway and saying ‘Bye mum’. The mother says ‘But you haven’t finished your breakfast’. Voiceover is heard saying ‘Sick of preparing wholesome food that never gets eaten?’ The scene changes to show the girl opening her lunch box and, upon finding a Fruity-Bix Bar, says ‘Cool! A new flavour’. Voiceover continues ‘New Fruit & Nut Fruity-Bix Bars from Sanitarium. With roasted nuts and more fruit than ever’. The scene again changes to show the mother in the kitchen, opening the girl’s lunchbox to find an untouched orange, an apple with one bite taken from it and an empty Fruity-Bix Bar wrapper. The advertisement concludes with voiceover saying ‘At least you know they’ll eat it. The fruit, nuts and wheat kids love to eat. New Fruit & Nut Fruity Bix Bars from Sanitarium’.

THE COMPLAINT

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

“What sort of message is this giving to young people? Leave the natural food and eat the manufactured food!”

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 contrary to prevailing community standards on health and safety. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.