



CASE REPORT

1. Complaint reference number	173/04
2. Advertiser	Sanitarium Health Food Company (Weetbix)
3. Product	Food
4. Type of advertisement	Radio
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 13 July 2004
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This is a radio advertisement. Well-known football player George Gregan says that with the right breakfast and training you will always finish on top. He states that is the reason he eats nine Weetbix a day. The question is then asked: “How many do you do?”.

THE COMPLAINT

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

“It advocates eating more is beneficial and healthy. Sportsman George Gregan says he eats 9 Weetbix and asks ‘How many do you eat?’ The message implied is that you need to eat as many as him. Given the rates of childhood obesity in Australia this ad portrays a dangerous message.”

THE ADVERTISER’S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

“Unlike most other breakfast cereals, Weet-Bix is 97% wholegrain with less than 3% sugar.”

“Consumption of natural, wholegrain foods like Weetbix has been associated with a lower risk, not higher, of being overweight or obese, in both adults and children.”

THE DETERMINATION

The Advertising Standards Board (“Board”) considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the “Code”).

The Board found that the depiction did not contravene the provisions of the Code relating to health and safety.

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.