



## **CASE REPORT**

1. Complaint reference number	174/04
2. Advertiser	Sanitarium Health Food Company (Weetibix)
3. Product	Food
4. Type of advertisement	TV
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**

The advertisement depicts several well-known sports figures with children talking about the benefits of breakfast. They all state how many Weet-Bix they eat each day and the tagline is: ‘How many do you do?’

## **THE COMPLAINT**

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

*“Kids are heavily influenced by sports stars and will try to emulate them by eating the same amount – not because of flavour or nutrition but because they want to be the same as their idol. Obesity is a major concern to most people, this advertisement encourages gluttony and the wrong style of eating.”*

## **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 Weet-Bix has been associated with a lower risk, not higher, of being overweight or obese, in both adults and children.”*

*“The ads in question use active sportspeople ..... to promote the consumption of Weet-Bix against a backdrop of healthy sports activity.”*

## **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.