



## **CASE REPORT**

1. Complaint reference number	175/02
2. Advertiser	Snack Brands Australia (CCs Corn Chips)
3. Product	Food
4. Type of advertisement	Outdoor
5. Nature of complaint	Violence Other – section 2.2
6. Date of determination	Tuesday, 9 July 2002
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

Relating to a television commercial previously reviewed by the Board, this outdoor advertisement features a photograph of a sumo wrestler being bitten on the shoulder by a suited man. Adjacent to the photograph, large text reads: 'Taste Something Big,' alongside a depiction of a packet of 4 Cheese Blast CC's.

## **THE COMPLAINT**

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

*"This, in a toddlers mind, is promoting the acceptance of biting...My son has never been a child to bite another. However, the very next day at day-care he bit another child..."*

## **THE DETERMINATION**

The Advertising Standards Board ('the Board') considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics ('the Code').

Expressing some sympathy with the complainant, the Board determined that this advertisement did not contravene the provisions of the Code relating to violence, and that it did not breach the Code on any other grounds.

Accordingly, the complaint was dismissed.