



CASE REPORT

1. Complaint reference number	176/00
2. Advertiser	Nestle Confectionery (Kit Kat Chunky)
3. Product	Food
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1 Health and safety – section 2.6
6. Date of determination	Tuesday, 13 June 2000
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement, set throughout to country and western music with lyrics, portrays a large, tattooed, bearded man, wearing dark trousers and singlet, riding a motorcycle on a country road. A policeman with speed check equipment stands by the roadside, smiles expectantly as he sees the cyclist approach, then appears frustrated when the equipment shows the cyclist not to be travelling at excessive speed. The formidable looking cyclist alights from the bike, approaches the wary policeman, hands him a (Kit Kat ChunKy) bar, then smiles. Text, ‘Does someone you know deserve the big finger?’, is followed by a shot of the smiling policeman waving goodbye to the cyclist. A voiceover says, ‘New Kit Kat ChunKy. It’s the big finger.’

THE COMPLAINT

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

‘The entire theme of this sales pitch is thoroughly disrespectful and demeaning to all police officers. This message disguised as comedy is dangerous to the lives of all our police men and women.’

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 did not constitute vilification of the policeman portrayed and that the advertisement did not breach the Code on this or any other ground. The Board, accordingly, dismissed the complaint.