



CASE REPORT

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| 1. Complaint reference number | 180/03 |
| 2. Advertiser | Kellogg (Aust) Pty Ltd (Coco-Pops K*Pows) |
| 3. Product | Food |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 10 June 2003 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

Located in a suburban home, this television advertisement features a youth who is literally blown away by a younger boy crunching his breakfast cereal. After this has occurred several times, the youth grasps a corner of a wall but the next crunch of Coco Pops blows his clothes off. He is standing in his underpants when two school-uniformed girls walk through the dining area, causing evident embarrassment. The advertisement ends with the cartoon-style Coco character saying: “Big clusters of rice, wheat and oats. New Kellogg’s Coco Pops K*Pows. Can you control the big chocolatey crunch?”

THE COMPLAINT

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

“Kelloggs products I feel have the name and they do not need to stoop to near nudity.”

THE DETERMINATION

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

The Board noted advice from the advertiser that community standards were considered when filming what it considered ‘a light-hearted commercial designed to illustrate the power of the product’s crunch by depicting an amusing example of sibling rivalry.’

The Board determined that, within the context of prevailing community standards, the material did not breach the code in relation to the portrayal of sex, sexuality and/or nudity.

On further determination that the content of this advertisement did not contravene any other area of the Code, the complaint was dismissed.