



CASE REPORT

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| 1. Complaint reference number | 182/02 |
| 2. Advertiser | Kraft Foods Ltd (Toblerone) |
| 3. Product | Food |
| 4. Type of advertisement | Outdoor |
| 5. Nature of complaint | Health and safety – section 2.6 |
| 6. Date of determination | Monday, 12 August 2002 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This outdoor advertising depicts two different images. The first is of a woman who appears to have consumed an entire Toblerone chocolate, the triangular shape of which is shown bulging through her cheek. The word ‘What?’ and an image of the advertiser’s product appear with text reading: ‘Toblerone—Swiss Chocolate with Character.’ The second depiction is of a man who appears to have consumed an entire Toblerone chocolate with the same wording as above.

THE COMPLAINT

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

“I think the underlying message is one of promoting compulsive over-consumption...this ad is promoting this illness (bulimia) as a fashionable thing to do. I find it offensive...”

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 determined that the advertising material did not contravene the Code in relation to health and safety, or on any other grounds.

Accordingly, the complaint was dismissed.