



CASE REPORT

1. Complaint reference number	182/05
2. Advertiser	Kellogg (Aust) Pty Ltd (Just Right)
3. Product	Food
4. Type of advertisement	TV
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 12 July 2005
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement depicts a man holding a dart standing in front of a spinning globe. He looks over to a woman (presumably his wife) and then throws the dart at the globe. The dart ricochets off the globe, flies upwards to strike a lampshade, bounces off the lampshade onto a green glass vase before flying back at the kitchen table and embedding itself in the pack of Kellogg's Just Right. A voiceover states: *"Trying to choose a holiday? Now specially marked Just Right 950 gm packs come with a free, 40-minute Getaway DVD..."*

THE COMPLAINT

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

"... it sends the message that throwing darts with no thought to their final destination is a safe and responsible thing to do. With children being so easily influenced I personally think it is highly dangerous and one that Kellogg's and their advertising company should be well aware of."

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

"I note that the tone of the advertisement is light-hearted and the speed at which the dart is thrown and at which it ricochets is exaggerated in a manner that is consistent with the light-hearted tone of the advertisement and is reminiscent of scenes from comedic movies and television programs."

"The advertisement depicts adults (not children) in a manner that could not be considered aspirational."

"I understand that the advertisement was directed to a target audience of 18 to 25 year-olds and is being played in timeslots that are directed to that age group."

THE DETERMINATION

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

The Board was of the view that in the context of prevailing community standards the majority of people would find this advertisement humorous rather than offensive. The Board noted that the advertiser depicted a highly exaggerated set of events whereby a dart was caused to ricochet off many objects before finally embedding itself in a packet of Kellogg's Just Right.

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.