



## **CASE REPORT**

1. Complaint reference number	19/00
2. Advertiser	Kellogg Aust Pty Ltd (Kellogg's Surf Classic)
3. Product	Leisure & Sport
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1
6. Date of determination	Tuesday, 8 February 2000
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement comprises various scenes of 'Iron man' competitors, with the images distorted and coloured with red hues. The words 'Watch them go ... to hell and back ... in the Kellogg's Nutri-Grain Surf League ... Iron man food' are successively superimposed on the screen over the images.

## **THE COMPLAINT**

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

*"As a Christian, I find the glorification of and reference to Hell in these circumstances very offensive."*

## **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 use of the expression 'to hell and back' within the advertisement did not constitute discrimination or vilification, noting that it was a figure of speech in general use throughout the Australian community without carrying disparaging religious connotations. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.