



CASE REPORT

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| 1. Complaint reference number | 190/99 |
| 2. Advertiser | Kellogg's Aust Pty Ltd (Special K) |
| 3. Product | Food |
| 4. Type of advertisement | Print |
| 5. Nature of complaint | Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 8 June 1999 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The series comprises a number of print advertisements headed by the words ‘For a food that’s 99% fat free, it carries a lot of weight’, ‘If beauty comes from within, how does it get there?’, ‘It’s never too early too early to start spoonfeeding’ and ‘Spend 15 minutes on your make-up every morning’. Each advertisement includes a red stylised illustration of a woman’s silhouette. The figures are distorted in a manner that elongates their figures, particularly giving their limbs an unnatural tapered effect.

THE COMPLAINT

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

“I am not of the opinion that it is the media that causes anorexia, but this totally unnatural portrayal of the female form is simply not appropriate in this day and age.”

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 illustrations contained within the advertisements did not constitute material contrary to prevailing community standards on health and safety. It was noted that the illustrations were clearly stylised and not intended to represent realistic depictions of actual women. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.