



## **CASE REPORT**

1. Complaint reference number	199/02
2. Advertiser	Kraft Foods Ltd (Toblerone)
3. Product	Food
4. Type of advertisement	Print
5. Nature of complaint	Discrimination or vilification Religion – section 2.1
6. Date of determination	Monday, 12 August 2002
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

This print advertising features a digitally-manipulated photograph of a minister of religion with his cheeks bulging with three triangular pieces of Toblerone chocolate, accompanied by a text caption reading: ‘What? Share them?’ The advertisement also incorporates a depiction of Toblerone ‘One by One’ chocolates over a caption reading: ‘Swiss Chocolate With Character.’

## **THE COMPLAINT**

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

*“...using the image of a minister of religion, whose greed and gluttony (‘Share them?’) causes him to have 3 x mammary-type protrusions on a 1/2 page of advertising space is amounting to 5 points of collective offence.”*

## **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 the portrayal of people, or on any other grounds.

Accordingly, the complaint was dismissed.