



CASE REPORT

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| 1. Complaint reference number | 205/02 |
| 2. Advertiser | Nestle Australia Ltd (Wonka Oompas) |
| 3. Product | Food |
| 4. Type of advertisement | Print |
| 5. Nature of complaint | Language – use of language – section 2.5 |
| 6. Date of determination | Tuesday, 10 September 2002 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement depicts the advertiser's product with the caption: "Turn your face into a cat's bum." The advertiser's logo of Willy Wonka's hat, is accompanied by the words 'Oompas Atomic Sour Bombs' on the packet.

THE COMPLAINT

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

"The advertising I find inappropriate for children is on the back cover ... (of K-Zone magazine) advertising Wonka-Oompas Lollies the ad reads as follows TURN YOUR FACE INTO A CAT'S BUM." [Complainant's capitalisation].

THE DETERMINATION

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

Having regard to the use of the word "bum" as being in general usage both in spoken language and in children's literature, together with the humorous intent of the advertisement, the Board determined that it did not breach the Code in relation to language or on any other grounds.

Accordingly, the complaint was dismissed.