



CASE REPORT

1. Complaint reference number	205/99
2. Advertiser	Nestle Australia Ltd (Allen's Killer Pythons)
3. Product	Food
4. Type of advertisement	Print
5. Nature of complaint	Violence Other – section 2.2
6. Date of determination	Tuesday, 13 July 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The radio advertisement consists of a woman saying ‘When you rip the head off an Allen’s killer python, what goes through your mind? Do you look at your killer python and make believe you’re ripping your teacher’s tongue out? That you’re twisting your little brother’s head off or even your own arm? Very well. Those of us without imagination will just have to think of the \$5,000 killer cash that could be won, just by ripping the head off a killer python. Find out where the slaughter will be when you listen to The Crud Show tonight. R.I.P.’

THE COMPLAINT

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

“As this lolly is largely consumed by children, I find that the advertising campaign used is inappropriate.”

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 advertisement did not offend prevailing community views and standards, noting that its narrative was of an exaggeratedly fictitious nature. The Board determined that the advertisement did not breach the Code and, accordingly, dismissed the complaint.