



CASE REPORT

1. Complaint reference number	206/98
2. Advertiser	Pampas
3. Product	Food
4. Type of advertisement	TV
5. Nature of complaint	Other - Miscellaneous
6. Date of determination	Tuesday, 10 November 1998
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement shows a family sitting down to an evening meal. One member of the family, a little boy walks past the table with teddy bear and rucksack. He announces that he is 'leaving home because nobody loves (him) anymore.' His mother says that they will miss him. He pauses briefly when his mother takes the (Pampas) puff pastry out of the oven and puts it on the table. The next shot shows him sitting outside. He then returns to the table saying, 'Well, maybe after dinner.' The advertisement concludes with a female voiceover, 'When all else fails, give it the Pampas touch... (information about the product follows).

THE COMPLAINT

Comments the complainants made about the advertisement included:

'When I disciplined my (child) recently she replied, "Fine then I'll run away."...feel that this commercial instils poor values in children and encourages them to disrespect their parents.'

'I have 3 boys (and two of the boys) decided that they will use that in our home, they were going to leave because they didn't get their way, so they decided to leave home.'

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 was of the view that the advertisement did not constitute a breach of the Code and would not offend prevailing community standards and views. The Board dismissed the complaint.