



CASE REPORT

1. Complaint reference number	212/99
2. Advertiser	Nestle Australia Ltd (Allen's Anticol Force)
3. Product	Food
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1 Violence Other – section 2.2
6. Date of determination	Tuesday, 13 July 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement shows a man on water skis being towed behind a power boat driven by a woman. The man appears to be feeling unwell and voiceover is heard ‘When a cold threatens your plans, fight back with new, extra strength Anticol Force. Its powerful vapours help blow cold symptoms away.’ The man then takes an Anticol lozenge, appears to recover and begins to stream red coloured vapour from his nostrils. The woman accelerates the boat and turns it, as the man releases the tow rope and skis towards a freighter boat, streaming red vapour behind him. Two men of Asian appearance on the freighter notice his approach and register alarm, just as the man hits the boat, causing a large explosion. The voiceover concludes ‘Use force when necessary. New Anticol Force.’

THE COMPLAINT

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

“... excessively racist ... it makes light of blowing up boats full of Asians.”

“This commercial, in my opinion, incites and promotes racial intolerance in addition to presenting images which are unsafe and contain subliminal messages.”

“In my mind ... this commercial is alluding to illegal immigrant ships of recent news.”

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 portrayal of the people within the advertisement did not constitute discrimination or vilification, particularly given its context as a clearly fictitious parody of a spy thriller movie. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.