



CASE REPORT

| | |
|-------------------------------|--|
| 1. Complaint reference number | 213/00 |
| 2. Advertiser | Nestle Confectionery (Kit Kat Chunky) |
| 3. Product | Food |
| 4. Type of advertisement | Outdoor |
| 5. Nature of complaint | Language – use of language – section 2.5 |
| 6. Date of determination | Tuesday, 11 July 2000 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The outdoor advertisement, captioned ‘You all deserve the big finger’, depicts a Kit Kat Chunky bar protruding from one end of its wrapper. Underneath the bar are the words, ‘It’s the big finger’. The word ‘Nestle’, in logo form, is shown at the bottom left of the advertisement.

THE COMPLAINT

Comments which the complainants made regarding this advertisement included the following:

‘We believe the gesture indicated in this advertisement to be insulting, and not something to be made light of. In my job as a teacher, I have recently had to discipline a child for using this gesture. This advertisement encourages children and others to see this inappropriate gesture as a joke, rather than as an insult to others. When driving along the road we do not expect to be subjected to offensive literature’.

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 material within the advertisement did not contravene prevailing community standards on language and that the advertisement did not breach the Code on this or any other ground. The Board, accordingly, dismissed the complaint.