



CASE REPORT

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| 1. Complaint reference number | 215/02 |
| 2. Advertiser | Red Bull Aust Pty Ltd |
| 3. Product | Food |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 10 September 2002 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement depicts an animated cartoon-like character standing under a bird as it relieves itself. The man takes a drink of the Red Bull Energy drink, discards the bottle and appears to grow wings. He flies above the bird and undoes his pants. The caption then appears: ‘Red Bull Gives you Wiiings.’

THE COMPLAINT

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

“...this ad is not fit for the time period. I find it offensive and suggestive...”

“...littering and public urination are not only disgusting they are against the law and should not be promoting such vile acts.”

“I find it unacceptable...”

“...I find that this commercial is very offensive and the fact that it implies a man is going to urinate on a bird...”

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 determined that the advertisement was a humorous and fanciful look at everyday occurrences and did not breach the Code’s provisions pertaining to health & safety.

Finding no contravention of the Code under any other provision, the Board dismissed the complaint.