



CASE REPORT

1. Complaint reference number	219/01
2. Advertiser	The Smith's Snackfood Co Ltd (Twisties Shots)
3. Product	Food
4. Type of advertisement	TV
5. Nature of complaint	Violence Other – section 2.2 Health and safety – section 2.6
6. Date of determination	Tuesday, 11 September 2001
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This series of television advertisement depicts various scenes in which Twisties Shots are being consumed. In one, as a youth traveling on a bus lifts a packet of Twisties Shots to his mouth, the bus driver slumps over the wheel. The vehicle is shown veering across the road of a suburban street. Another in the series portrays a young man traveling on an airliner. As he consumes Twisties Shots, a window shatters and he is sucked out. In a third advertisement, as one of a group of soldier in a transport aircraft puts Shots into his mouth, the bomb bay door mechanism operates. A subsequent scene shows his colleagues to have dropped out. Each of the advertisements concludes with a graphic of a packet of Twisties Shots superimposed over the scene.

THE COMPLAINT

Comments which the complainant/s made regarding this series of advertisements included the following:

“The hot shot kills the driver who slumps over the wheel and bus veers all over the road. This isn’t FUNNY. It’s stupid.”

THE DETERMINATION

The Advertising Standards Board (‘the Board’) considered whether this advertising breaches Section 2 of the Advertiser Code of Ethics (‘the Code’).

The Board determined that the series of advertisements portrayed obviously humorous situations that did not contravene the Code’s provisions covering violence or health and safety. Finding that the material did not contravene the Code on these or any other grounds, the Board dismissed the complaint.