



CASE REPORT

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| 1. Complaint reference number | 22/00 |
| 2. Advertiser | H J Heinz Co Aust Ltd (Big Red Tomato Sauce) |
| 3. Product | Food |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Other - Miscellaneous |
| 6. Date of determination | Tuesday, 8 February 2000 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement commences with a close up shot of a young boy and a dog. The boy appears to be concentrating upon something and a number of ‘raspberry’ sounds are heard. The camera then pans back to show that the boy is squeezing a bottle of tomato sauce onto a plate of food and that the sounds are associated with the sauce being expelled from the bottle. The dog then appears to break wind, the boy turns sharply and knocks the sauce bottle from the table as voiceover says ‘Heinz Ketchup and Big Red Tomato Sauce, now in a squeezable bottle. Perfect for life’s little slip-ups’.

THE COMPLAINT

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

“Do we have to have toilet humour? I switch off, it makes me feel sick.”

“The noise the sauce bottle makes sounds really rude.”

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 depicted in the advertisement did not raise any issues under the Code and, accordingly, dismissed the complaint.